

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV. NEW YORK, MARCH 16, 1911.

No. 11



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MAR 17 1911
GENERAL LIBRARY

In any walk of life an open mind is the road to better things.

A western house writes: "WE SHALL BE ONLY TOO GLAD TO HAVE YOU ASK ALL THE QUESTIONS THAT MAY OCCUR TO YOU."

Notice the scope of that sentence. A mind open to gather is good, but one open to give in order that it may gather is of the broadest type.

Nothing but good is likely to result from a conference carried on in that spirit.

We seek the open mind, especially valuing the opportunity it offers to discuss, (i. e. take apart) the complex but vital problems of selling.

Perhaps the door to your mind is open—at least far enough to pass out to us such an invitation as the above.

Try it on and see what happens. An open mind is ever the road to better things.

Philadelphia

New York

Boston

Chicago

THREE AND ONE-HALF MILLIONS OF PEOPLE

VIEW THESE CARDS DAILY



as they ride in the cars of the
New York Subway
New York Elevated
and
Brooklyn Rapid Transit

This is a far greater circulation than that of the combined newspapers of Greater New York together with all other local car lines.

These three far-reaching systems carry only LONG-DISTANCE, "Time-to-Read" passengers, and advertisers in subway and elevated cars do not have to compete with "street-surface" attractions for the attention of their audience.

Among our patrons are most of the nation's oldest, largest and most successful advertisers. They continue with us year after year and many of them depend *exclusively* upon this medium to COVER New York.

Our circulation figures are furnished by the Public Service Commission. They are official and contain no "transfer" padding.

THREE and ONE-HALF MILLIONS of People are ready to read your message. Do you want their attention—and their trade?

WARD & GOW

1 UNION SQUARE

NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, MARCH 16, 1911.

No. 11

IS MEDICAL COPY ALONE IN NEED OF REFORM?

HIGH-BROW ADVERTISERS WHO VIOLATE ETHICS AND INDULGE IN SUPERLATIVES — PROPRIETARY ARTICLES NOT THE ONLY ADVERTISERS IN NEED OF CENSORSHIP.

By Bert M. Moses,

Secretary and Treasurer, Omega Chemical Company; President, Association of American Advertisers.

Much of the criticism of the patent medicine business in recent years has been deserved.

That a number of remedies have been advertised in a false and misleading manner is unquestioned. That habit-forming drugs have been widely sold as medicines is so well known that nobody denies it. That unprincipled men have preyed upon the sick, held out false hopes and sold them things in bottles and boxes that harmed more than helped is admitted by everybody.

But that all makers of remedies, good and bad, should be bunched together, and denounced, and legislated against indiscriminately, and ostracized by the organized medical profession, is something that grates harshly upon the nerves of broad-minded men.

The ruling that the testimony of a man or woman about his or her personal experience with a medicine is inadmissible as evidence at court is glaringly and particularly unfair. The further ruling that none but men who belong to medical societies are competent witnesses as to the therapeutic properties of drugs is equally unjust.

If I am sick, and if I take a medicine or use a remedy, and feel and believe that I have been helped by that medicine or remedy, what I say is entitled to at least as much weight as what some

doctor who was not present and who knows nothing about my physical make-up may say.

The fact that the same drugs act differently upon different people is well established. In all materia medica, I am told, there are as few specifics as there are honest lawyers. Anyone who has ever required the services of a physician knows that prescriptions are changed from day to day.

The doctor has to "feel out" his case. If one drug fails, he tries another. Finally, if the patient lives, he may hit the right thing, or nature may effect a cure in spite of the drugs.

Now, I submit that if a physician is unable to tell what result a drug will have upon a patient under his own care, how can he be competent to disprove the action of a drug used by a person not under his observation?

The idea of driving people to doctors by law is something that, sooner or later, will cease to be tolerated. Some years ago a great New York newspaper sent a perfectly healthy reporter to twenty or thirty doctors, as I recall it. To each he narrated a long list of fictitious symptoms from which he claimed to be suffering, the symptoms being the same in each instance. No two of the doctors agreed in diagnosis, and every one of them wrote a different prescription.

I can personally testify as follows: For ten or more years, one who was near and dear to me, and under my eye nearly every day of that time, was sick and ailing. Without keeping a record, I should say twenty different physicians had the case in hand. I do not recall that any two agreed as to the cause of the sickness, but the various prescriptions which they wrote and which I paid druggists for filling would run up into

the hundreds. Not one of them, except when opiates were given, relieved the suffering.

The money I yielded up for worthless services kept me poor, and my only regret is that no record was kept of the doctors, the diagnoses, the prescriptions, and the cost. If I had those facts recorded, what a slashing article I could write when the muckrakers get after the M.D.'s! And their turn is coming some of these days, sure.

Going back to my story, at last the skilled surgeon came along, and so deftly did he diagnose and so marvelously did he operate that the sufferer not only was saved, but is enjoying perfect health today.

I salute the conscientious surgeon, but to me the doctor is no better than a decent patent-medicine man.

* * *

The attacks on proprietary interests have proceeded to a point where the reformers no longer find fame in their onslaughts. New sensations must be furnished, and now it is only a question of who is to supply the fireworks.

The truth is that much of the exaggeration in advertising is due to enthusiasm and the lure of the dollars that follow sales. Men really believe what they say about their products. They feel justified in going just a little further than their competitors in public announcements.

It is a mighty delicate question to determine what is false and what is true, because, as dear old Omar says, only a hair may stand between. What, for instance, is a "first-class hotel"? Must the standard be set by the Waldorf or the Ritz-Carlton, or can a grade or two lower down be truthfully called "first class"? It all depends upon the view of the man who decides, precisely as is the case in passing upon patent-medicine testimonials.

When a public censorship is established over advertising, who is there among us to decide which automobile is best, which price is lowest, which baking powder is purest, and which piano excels all

others? In the days of censorship, which are surely coming, the patent medicine man will have learned to be modest in what he says, but others who hold themselves in a higher stratum will find themselves in the limelight.

I have hurriedly collected some extracts from magazines, periodicals, newspapers and form letters, and give them here to show that enthusiasm and exaggeration run through the sayings of reformers and their sympathizers to an extent that excites the wonder of those who have already felt the sting of the reform whip.

The New York *Times* claims that it "introduces merchants and manufacturers to the greatest assemblage of buyers ever brought together." The *Ladies' Home Journal* and other publications, as well as sellers of street car and other forms of advertising, may possibly dispute this, but I have no doubt the *Times* believes what it says.

McClure's Magazine announces "the most important series of articles ever prepared." A sweeping statement like this bars every written thing from the pens of all the masters past and present.

In the *Century Magazine* this appears:

Never such book news as this. The new Americanized Encyclopedia Britannica, condemned to banishment from our market, bids farewell to the American people in the most sensational sale of our time. A sale to mark an epoch in book history.

This is from a magazine advertisement:

Like a kaleidoscope the world flashes before you the work that this dentifrice does. Go where you will, sweet mouths and sound teeth tell the story. There is not a mouth in the world but what is benefited by this national favorite dentifrice.

Life insurance also has its sensational side, as this will show:

Like a whirlwind the new low-cost policy of this company has rushed into public favor.

The following is copied from a magazine advertisement in which I have simply changed the name:

The word "Brown" meant the best gloves when George III was on the throne of England. To-day, 133 years

later, the word "Brown" means the best gloves in every civilized country.

A razor is claimed to be "the safest razor made, because it has a velvet edge that glides over the face and shaves without pull or hang." Another safety razor is so good that "stropping and honing are absolutely unnecessary," which is true of any razor until it gets dull. A third ad says: "No other razor in existence is so capable of its mission."

Exhibit No. 1 in typewriters:

This machine has been carried nearer to the point of absolute perfection than any other typewriter made.

Exhibit No. 2:

This typewriter is sold at one-half the usual price, but still it is stronger, does better work and will give greater satisfaction than any other typewriter made.

This also from the magazines:

From the days of Roman elegance until now, through all the progress in the art of being clean, there never has been such bathing, such luxury of cleanliness, such exhilaration in every pore from head to foot, as follows a bath with ———.

A well-known food product is described as "an all-fuel food, no waste, no indigestible material to clog the system and tax the vitality." Does this mean the end of the plumbing business, and the elimination of Cascarets and Carter's Pills?

An advertising school proprietor shouts in black type: "I can double your salary."

A man who advertises what he calls "physiological exercise" is admitted into the leading magazines to say: "Give me a few minutes a day, and I will give you the health that makes living a joy, work a pleasure and business a success." No patent-medicine man has, I believe, ever claimed that his dope would reach as far as a man's business.

A varnish advertiser declares his product "will last from three to five times longer than any other varnish made."

A paint-maker says:

Our method of attaining quality has revolutionized paint-buying and paint-selling.

Shoes are thus promoted:

Our shoes offer, from the moment

you put them on, the comfort that you have heretofore known only after your feet have pounded your shoe soles into shape.

A writing paper is described as of "so high a quality that a blind man could tell by the feel of it that its strength and surface had been reached only by slow, careful, built-up methods," whatever those may be.

An automobile is boosted in this fashion:

A car that provides all the enjoyment there is in automobiling, all the time, at an expense so small that almost any family can afford it.

The despised cigarette is thus eulogized:

Blank's cigarettes have so signally won and consistently retained the thorough approbation of cigarette connoisseurs that they are everywhere recognized as the metropolitan standard.

Watches vie with cigarettes in the bestowal of superlatives, as witness:

It is the last word in a watch, and no article, however high the cost, could more surely reflect the idea of quality. It is always worth what you pay for it.

The most modest of the talking and singing machines is represented as "the one perfect, complete musical instrument." The next is promoted thus:

We know well enough that if it once comes to comparisons, no other records can possibly equal ours in any single point—smoothness, sweetness, volume, accuracy, evenness or durability.

A third has this to say:

Our records are the most pleasing, play longest, last longest, are musically superior and free from scratching or harsh tones—the finest records made.

A fourth sweeps all competition aside in these words:

No other musical instrument possesses the clear, beautiful, mellow tone quality of the ———. When it was introduced four years ago, it created a sensation in the musical world and set a new standard for tone quality. And that quality is still supreme to-day. It is impossible to describe this wonderful tone that makes it the greatest musical instrument the world has ever known.

I never knew a patent-medicine man who could draw such vivid word-pictures as the advertisers of pianos to-day. Superlatives are strewn about with an abandon that

makes men like Alfred Henry Lewis take notice. They seem to have stripped the dictionary of every adjective worth while. I will start off at slow speed and reach the direct drive by easy stages:

No. 1. The piano of 55 points of superiority. No other piano combines these 55 improvements.

No. 2. This piano fulfills the dreams of old-time composers, and with it an artist can create combinations of color absolutely new and exquisite.

No. 3. The casings of this instrument inclose features which produce that rare tone of ultra refinement possessed by no other piano in the world.

No. 4. Built upon this name is a noble instrument that nearly a century ago laid the foundation of a mechanical and artistic excellence that has never been equaled.

No. 5 brings us to high speed: "To know the greater Chopin, to realize how ingenuity may glorify genius, one must hear the Chopin of the — piano. Here are possibilities of tone color such as only the composer of the Ballads himself could conjure.

The following extracts are taken from department-store advertisements in the New York dailies:

A sale that will startle New York.
A sale of furs that are worth double the price asked.

The most important suit sale of the season.

This is positively the most important sale announcement in a month that is rife with sales.

The offerings are the most extraordinary and the money-savings never equaled.

A truly surprising offering of carpets and rugs at prices that will create a sensation.

The greatest reduction of prices ever made.

History-making price reductions never before equaled.

Our prices are always the lowest.

The most stupendous offer in women's apparel ever made.

I am writing this article more as a warning than as a criticism.

The day is not far away when advertising of all merchandise will be truthful, and the use of the adjective will not be abused.

I am looking forward to that day when telling the truth in public print, both in news matter and advertisements, will be observed not only as a matter of morals, but as a matter of law.

The York, Pa., *Dispatch* has been elected to membership in the American Newspaper Publishers' Association.

LUPTON MANAGERS BECOME OWNERS.

Announcement is made of the sale by the estate of Frank M. Lupton of the stock, good will and assets of the Lupton Printing Company and F. M. Lupton, Publisher, Incorporated. This sale does not involve any change in the management of the business as the new owners, Jos. A. Moore and M. B. Gates, have been identified with the business for many years, and since the retirement of the late F. M. Lupton, about three years ago, have been entirely responsible for its successful conduct.

The *People's Home Journal* was started almost thirty-five years ago in a modest way, but on a basis permitting of expansion and development which would enable it to keep pace with the advancing taste of its readers, actual and prospective. It is one of the few magazines that has been successful, financially, from the first year it was published. It was designed especially to circulate exclusively in smaller cities and towns, to meet the needs of the best homes in that field.

National advertisers have been giving more attention to the small-town problem in the last few years than ever before, so that the *People's Home Journal* is to-day being used by some of the most successful advertisers in the country.

Mr. Moore has had long experience in the advertising business, including a ten years' agency connection, and it was from his position in the agency field that he saw the great prospects the publications had which were reaching small towns, and he joined Mr. Lupton to manage the advertising department.

For many years Mr. Gates has been in charge of the manufacturing end of the Lupton publications, and is to-day recognized by New York publishers as one of the most able men now occupied in this important branch of business. He has also been instrumental in the editorial development of the magazine, through his work in that branch.

AGENCY HEADS MAY SEE OREGON.

The Portland (Ore.) Ad Club informally opened their new headquarters in Richard's restaurant on March 1. Among the guests were Max Holtz, publisher of the *Dry Goods Economist*, New York, who expressed surprise at an organization in the West being so strong. He also spoke of the great opportunities existing there for the Eastern homeseeker and investor.

Philip S. Bates, publisher of the *Pacific Northwest*, stated that he was arranging through the representatives of his paper in Chicago, Detroit, New York and Boston for an excursion from the East of the heads of advertising agencies which will leave Chicago the last week in May, arriving in Portland in time for the Rose Carnival, the "greatest pageant of its kind in the world."

You Can Solve The Philadelphia Advertising Problem With Known Quantities

When you have a problem of any kind to solve, you must reach your conclusion through the operation of **known quantities**.

Just so the advertising problem is difficult of profitable solution, unless it is figured with **known quantities**.

Known Circulation

The advertiser who uses the columns of "The Philadelphia Bulletin" deals absolutely in **known quantities**. All damaged, unsold, free and returned copies are omitted from the circulation figures of "The Bulletin," and the NET result sworn to and its books open to advertisers. The net paid daily average circulation of "The Philadelphia Bulletin" for each day of publication during the year 1910 was 244,063 copies a day.

Known Rates

"The Bulletin" has but one rate. Every advertising agency in the business, and practically every advertiser, knows and recognizes this. There are no secret rebates. Every account on "The Bulletin's" books is open to every interested advertiser or advertising agency.

Known Policy

"The Bulletin" has one set of regulations for every advertiser and every advertising agency alike. It endeavors to be absolutely fair to each and every one. The policy of the paper demands that objectionable matter shall be excluded. In the matter of position, of typographic restrictions, of advertising statements open to question, "The Bulletin" deals uniformly with all.

Known Quality

The known quality of "The Bulletin" is attested by the fact that its name is a household word in nearly every Philadelphia home; its circulation, its rates, and its policy, together with the returns it brings to advertisers, make it one of the first papers in the preparation of all lists for national advertising.

**"In Philadelphia, nearly everybody reads
the Bulletin"**

William L. McLean, Publisher

New York Office: DAN A. CARROLL, Tribune Building

Chicago Office: J. E. VERREE, Steger Building

The Post Office

The Outlook has arranged to make a thorough, scientific and searching study of the Post Office Department of the United States.

AS stockholders in one of the greatest business corporations in the world the American people have come to realize that it is their right and duty to know how their property is being managed and to make sure that it is being managed efficiently. But full and accurate information for the general public has been lacking; and without such information the people cannot know whether their business is being well administered or not. It is with this in mind that The Outlook has undertaken to collect, analyze, and present to its readers in a constructive way the fullest obtainable information regarding the history and operations of the Post Office Department. The work will be in the personal charge of Harold J. Howland of The Outlook's staff.

The Outlook

and the People

After a thorough examination of the Post Office from all sides, Mr. Howland will present the essential facts in the history of the Department, its development, its business methods, and its present status, and will consider the practical reforms that are needed to put this enormous enterprise on a scientific business basis. Mr. Howland's articles will be written in full sympathy with the achievements of the Post Office and the difficulties it has to contend with in extending its service to the people.

The Post Office did a business in the fiscal year ending June 30, 1910, of more than 224 millions of dollars and showed a deficit of nearly six millions. It is believed not only by economists but by influential Government officers, including Postmaster - General Hitchcock, that the Government would not be subjected to this loss if the Department were thoroughly reorganized and made to stand the test of efficient business management.

The Outlook

OUR FOREIGN-LANGUAGE MARKET.

GENERAL ADVERTISERS GROWING IN COMPREHENSION AND USE OF FOREIGN-LANGUAGE NEWSPAPERS
—THE FOURTEEN MILLION NEW ARRIVALS AND THEIR PURCHASES
—NEW YORK TELEPHONE COMPANY'S CAMPAIGN ON EAST SIDE
—CORN SYRUP AND CORNSTARCH ADVERTISING FINDS BIG MARKET THROUGH FOREIGN-LANGUAGE NEWSPAPERS.

By C. H. Willard.

The foreign-language newspapers of the United States carry the advertisements of a considerable number of national advertisers, and, even if judged by no other standard than the growth of such advertising, are furnishing very satisfactory results, a condition which makes them a subject of interest to American manufacturers looking for opportunities to enlarge their markets.

During the last fourteen years there have entered the country not far from 15,000,000 immigrants, exclusive of those who speak English. This number is divided among thirty-four different nationalities, which are served by more than 1200 publications of all kinds—newspapers, periodicals, trade papers, labor organs, religious, etc. The larger proportion of these are negligible for advertisers, but many of them, on the other hand, are large and flourishing publications, having a circulation and influence of far-reaching importance. The great German papers of New York, Chicago and St. Louis, for instance, reach thousands and hundreds of thousands who never see a newspaper printed in English, and go all over the country. Swedish papers printed in the Northwest may be regularly taken by immigrants in New England as well as those in Minnesota. Jewish papers reach many thousands who are not affected by the advertising in other papers.

The German papers are naturally the most numerous of the foreign-language groups, and fur-

nish the papers of largest circulation. They likewise form a group by themselves and are not organized into an international association, as are some of those in the other groups. In the American Association of Foreign Language Newspapers there are twenty-seven different tongues represented, including Chinese, Bulgarian, Japanese, Ruthenian, Slavonian, Syrian, etc. Four hundred and thirty-nine papers in all are enrolled in this association, of which sixty are dailies, 301 are weeklies and thirty-one monthlies. Combined they have a sworn circulation of 6,500,000.

There is one quality of the foreign-language newspaper which should give it special distinction in the eyes of the American manufacturer, and this is the exceptional credence the immigrants give to its statements, whether made in the editorial, news or advertising columns. This is true, at least, of many of the immigrants from Europe, the Austrians, Slavs, Croatsians, Slovaks, etc. In their home countries, the newspapers are put on good behavior by being obliged to furnish annually to the government large cash guarantees to insure the proper character of news and the advertising. The readers of these papers get into the habit of believing what they read in them and the immigrant from these countries brings with him to this country this respect for the newspaper, and takes no note of any change of conditions, if there is any change. Probably the publishers here deal as fairly with their readers as do the publishers on the other side. Nevertheless, it is an interesting fact for the manufacturer to note, that the influence of the foreign-language newspaper on its readers is one of exceptional strength.

The high character of the great majority of our immigrants and the immense value they add to our resources are matters of universal recognition. The latter consideration is not often appreciated to the full. No difficulty is had in understanding that all of the productive workers add far

more to the wealth of the country than they consume, but it is not generally appreciated that these workers are, as workers, practically finished products. Born, brought up, and trained abroad, they have cost our country nothing!

As the American Association of Foreign Language Newspapers points out in an address to President Taft made last January through its president, Louis N. Hammerling:

"While, according to statistics of the Department of Commerce and Labor, to raise a child to productive maturity costs, according to economic laws, on an average \$1,000, the Department shows that 1,125,000 immigrants landed here last year, of whom 97 per cent are, according to law, capable, willing and ready to do their share of production, and, therefore, besides the \$29,000,000 that they brought in cash, this country has benefited to the extent of over \$1,000,000,000 by the productive energy of these immigrants." Over \$1,000,000,000 in energy from the immigrants of just one year!

GERMANS NUMEROUS AND PROSPEROUS.

According to the 1900 census (which is at least ten per cent too small in its figures), 2,663,418, or almost three and one-half per cent of the inhabitants of the United States were born in Germany. Of these 939,000 lived in the twelve largest cities, New York leading with 323,343. German immigration has been small the last decade, though other countries, as Switzerland and Austria-Hungary, have sent German-speaking immigrants to our shores in large numbers.

Less than one-half of the Germans live here in cities. With the exception of the Scandinavians, no other race has sent such

a large proportion of immigrants into the country districts, and consequently done so much for the development of the United States and the conquest of the uninhabited West.

In the last few years, when trade has come a bit hard, manufacturers have studied markets more closely than ever before. The result has been that the possibilities of selling to the great foreign-speaking population have loomed up large. It has been hard for native Americans to appreciate the conditions in sections

מחברת קו טלפון
החברת הטלפונית
ניו יורק

החברת הטלפונית ניו יורק
היא החברה הגדולה והמפורסמת
בארצות הברית. היא מספקת
שירותי טלפון לכל מי שרוצה
לדבר עם מי שהוא רוצה.
היא מספקת שירותי טלפון
בכל שעה ובכל יום, וזאת
במחירים נמוכים.
היא מספקת שירותי טלפון
בכל שפה, וזאת במחירים
נמוכים.
היא מספקת שירותי טלפון
בכל מקום, וזאת במחירים
נמוכים.
היא מספקת שירותי טלפון
בכל מקרה, וזאת במחירים
נמוכים.

NEW YORK TELEPHONE CO.
15 DEY ST.

Haladó üzleteknek. Hasznosítja a telefonát.

A haladó üzletnek mindig van egy haladó üzletnek. A haladó üzletnek mindig van egy haladó üzletnek. A haladó üzletnek mindig van egy haladó üzletnek.

A haladó üzletnek mindig van egy haladó üzletnek. A haladó üzletnek mindig van egy haladó üzletnek. A haladó üzletnek mindig van egy haladó üzletnek.

NEW YORK TELEPHONE CO.
13 Dey Street

FOREIGN NEWSPAPER COPY TEACHES THE AMERICAN "FOREIGNER" THE BUSINESS VALUE OF THE TELEPHONE.

of cities like New York, Chicago, Milwaukee, St. Louis, Cleveland, Cincinnati, Rochester, Philadelphia, where great areas are filled with comfort-loving foreign populations.

The New York Telephone Company conducted in recent months a unique and forceful campaign among New York's foreign population, using ads in many languages. As a result of using educational advertising ahead of the soliciting force, twice the number of telephones were installed among foreign-speaking residents as in any preceding period.

If the advertising manufacturer looking for new territories to conquer cares to investigate the possibilities of the foreign-language papers, bestowing upon them the same care that he does in analyzing other advertising propositions, no doubt he will find himself repaid. It might not do to

advertise breakfast foods to the Chinese, or automobiles to the Croatians, but there are some things that appeal.

For example, the Bohemians are generally fond of honey, and eat it on bread as we do butter, or as our children do molasses or syrup. A concern selling a branded corn syrup has profited handsomely by advertising in the Bohemian papers. One grocer in New York is said to have increased his sales from one to twenty cases a month, when the advertising began to run.

In the same section a widely advertised starch has practically secured exclusive control of the field.

Those advertisers whose products are within the buying power of the nationalities served by the different papers may find it worth while to learn what there is in the proposition which makes it attractive to the advertisers who are already buying space there.

HOW TO MAKE LOCAL RURAL PAPERS MORE VITAL.

"All that is developed at the University of Wisconsin for the benefit of farmers and the upbuilding of agriculture, the making of farm life more pleasant and profitable, is the very best kind of home news for the local papers of this state," declared B. B. Herbert, Chicago, the veteran editor, before the First Wisconsin Country Life Conference at Madison, February 15, in an address on "The Weekly Newspaper as a Factor in Rural Improvement."

"Were I to begin again the publishing of a home country paper, I would make an exact chart of the country to be covered by my paper. I would mark thereon the position of every farm house, every school, church and highway. I would know something of the character and adaptability of every farm and I would learn what every farmer was doing or trying to do in the way of cultivation, conservation and improvement.

"Some of our metropolitan papers swell circulation by offering premiums for the solution of mystery stories, but home papers have been more successful and vastly more useful in offering prizes for the best cultivated farms, to boy corn growers for best results, and to farmers for best exhibits of grain—premiums for solving the mysteries of generous nature, and applying the solutions to increased and better production, and the improvement of life and the uplift of mankind.

"One of the most successful newspaper publishers, in Topeka, Kan., has reached his success largely through

service to the people of the state. He has studied and exploited every section, has thoroughly investigated, has come to understand, and has told through his publications all the resources, possibilities and methods of development of each section. He has advertised opportunities and brought men to embrace, use and develop these opportunities; and the people benefited in every region have become his patrons, admirers and friends."

P. O. RULES REGARDING COUPONS, ORDER FORMS, ETC.

To Publishers:

By direction of the Acting Third Assistant Postmaster-General you are informed that advertisements which are intended to be completely removed are not regarded under paragraph 7, section 462, of the Postal Laws and Regulations, as forming a proper part of a publication mailed at the second-class rates of postage. The provisions of this paragraph are as follows:

"Where perforated coupons which are intended for detaching and subsequent use appear in second-class publications, postage will be collected thereon at the third-class rate. Coupons or order forms may be included in advertisements permanently attached to newspapers or other periodicals, provided they do not in any case exceed in size twenty-five per cent of the superficial area of such advertisement."

Your attention is also called to the statutory proviso in section 465, Postal Laws and Regulations:

"Provided, That nothing herein contained shall be so construed as to prohibit the insertion in periodicals of advertisements attached permanently to the same."

"This provision has been held by the Assistant Attorney-General for the Post-office Department to cover not only advertisements not 'attached permanently' but also such as, while attached to the periodical at the time of mailing, are intended by the publisher or advertiser to be cut out or removed therefrom."

The Department has also ruled that pages of a publication, whether perforated or not, which are intended for removal and subsequent use, are not permissible in second-class publications.

These regulations and rulings of the Department are communicated to you in order that you may guard against the presence of such impermissible matter in your publication. It is the desire of the undersigned to avoid any action which will embarrass or inconvenience publishers in the exercise of their mailing privilege, but as violations of the regulations governing advertisements in second-class publications have recently occurred, any issues published hereafter which do not conform to the requirements of the Postal Laws and Regulations and the rulings of the Department in this regard, can not be accepted for mailing at the second-class rates without authority from the Department at Washington.

EDWARD M. MORGAN,
Postmaster.

The Mahin Advertising Agency Writes a Strong Ad for "Printers' Ink"



March 4, 1911.

* * * The last advertisement used in PRINTERS' INK brought more than twice the cost of the page ad within 10 days after date of issue.

PRINTERS' INK is the best medium on our list, in-so-far as dollars and cents returns are concerned and has always been so.

Very truly yours,

MAHIN ADVERTISING CO.

WILLIAM H. RANKIN, Vice-Pres.

The advertising man who believes in advertising for others, but not for himself, is a lop-sided spectacle.

Space in PRINTERS' INK costs \$50 a page and is worth it

Printers' Ink Publishing Co.

New York
Chicago

Boston
St. Louis

Toronto
Philadelphia

Atlanta
Montreal

Ethridge

ILLUSTRATING

PRINTING



Exaggeration quickly draws the attention, and holds it for a considerable period. It is not permissible that the advertiser exaggerate the merits of his goods, but at the same time there is open to him that character of exaggeration so well exemplified in an Ethridge cartoon. There we have the whimsical thought and effect, without the intent to mislead, which solves the difficulty. An excellent example of the cartoon in words—the ludicrous but pithy statement without real attempt to deceive—is afforded by the old ducky, who, when the traveler asked him if Colonel Pemberton was dead and buried, replied, "No, sah, not 'zactly speakin', sah. We did'n' bury the Kunnel; we jus' poured him back in de bar'l."

* * *

The Ethridge Company, Gentlemen: The plates and proof of our cover came to hand today and we are very much pleased with its appearance.

We thank you for your promptness in following this matter up and shall be pleased to advise you when you can be of further service to us.

(Extract from letter received from manufacturers of writing fluids.)

The Ethridge Company, Gentlemen: In comparing several years, we are gratified to note that there has been a steady and healthy increase, and are certain that a portion of it has been due directly to the way in which our advertising copy and designs have been handled.

We are free to confess that the little stories and captions, together with the artistic way in which the bodies of our ads have been gotten up, are responsible for the increase.

The money it cost us for the little pamphlets which you got up recently was well spent, and they are bringing us good results.

Our reason for writing you in this strain is that we feel it our duty to commend you for the able way in which you have served us.

(Extract from letter from Mfr. of Candies.)

* * *

Fortune is a fickle jade, but she cannot withstand the wooing of the wise and persistent advertiser. Do not try to win her, though, by grabbing her by the hair and trying to run away with her. Take your time and be wary.



Shop Talk

COPY



A mummy is a most impressive proposition. His great age inspires reverence and awe. But he would make a poor salesman; his sole asset is his age and dignity; the chief emotion he excites is wonder that

he managed to last so long.

There are too many mummified businesses, even in this young country. We respect their age and dignity, but wonder how they manage to hang on. Such a business needs to be galvanized into life by good advertising, before it is everlastingly too late.

* * *

The country bumpkin who found a lost horse in a surprisingly short time gave a very lucid account of how he did it. "I jest set down," he said, "and thought where I'd go to if I was a hoss. Then I went there, an' there he was!" Simplicity,



ENGRAVING

directness, plain horse sense always wins out. Get the strength and force of simplicity into your advertising.

* * *

The Ethridge Company, Gentlemen: I take pleasure in saying that after business association of some months with your firm I find that I am able to commend you in the following particulars:

First: As to the fertility of ideas, which have maintained a high standard of originality.

Second: As to the quality of the drawings.

Third: As to the promptness with which drawings and sketches have been executed and the thorough way in which details have been looked after.

(Extract from letter from large Silver Mfrs.)

* * *

PRELIMINARY CHARGES

A nominal charge is made for preliminary (unfinished) work. This bill does not cover the cost of preparation of the drawings and payment therefor does not convey possession of either drawings or copy. These remain the property of the ETHRIDGE COMPANY. The preliminary charge stands on each rough sketch not accepted. On accepted designs the bill for preliminary work is deducted from the bill for the completed designs. Alterations are charged on time basis.

The Ethridge Company

Madison Square Building

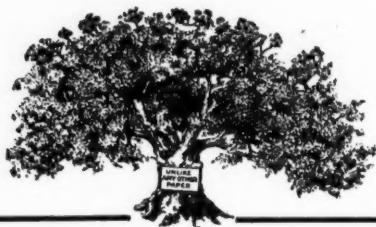
Madison Square, North

(25 East 26th Street)

New York City

Telephones: 7890-7891-7892-7893

Madison Square



Circulation means more than mere circulation

It also testifies to the value of each **copy** in that **circulation**. Because, in building circulation, each added hundred thousand becomes more difficult; and a high circulation only results from **extraordinary** interest on the part of a good percentage of the subscribers.

Anybody could publish a paper with **two** subscribers, his wife and his mother.

Any mediocre editor ought to be able to find a few thousand people whom he can mildly interest.

But when the Farm Journal offers you a circulation of over 800,000, (the largest of all farm papers) we want you to realize that not only is this army unique in size, but also that it represents a very **high average** of **interest** and **loyalty** on the part of its readers.

Farm Journal advertisers already know its surpassing efficiency. We believe that the **cause** as well as the **fact** is interesting.

Forms for May close April 5th, unless all space is taken sooner. 800,000 circulation. \$4.00 a line. Send orders through any general agency or direct.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

HOW NEWSPAPER PUBLISHERS MIGHT HELP ADVERTISERS.

ONE WAY IS TO QUOTE HONEST CIRCULATION FIGURES—SUGGESTION THAT READER SHOULD HELP PAY DEFICIT INSTEAD OF ADVERTISER PAYING ALL—HOW PUBLISHERS MIGHT KEEP TRACK OF LOCAL SALES OF THEIR ADVERTISERS—EXTRACTS FROM ADDRESS AT COLUMBUS, OHIO, TO ASSOCIATED OHIO DAILIES.

By James T. Wetherald.

I do not believe that the many honorable newspaper publishers realize what a menace this evil of circulation misrepresentation is to the entire advertising and publishing profession. It is because of the unreliability of the average circulation claims, that advertisers offer the newspapers such low prices for advertising. They must buy the space at a price low enough to offset the possibly misrepresented circulation. I keep a record of the circulation statements made to me year by year, and it is very evident that a large number of the publishers do not keep records, for when the time for renewals comes around, many of them demand a higher rate, because of "vastly increased circulation," and upon investigation, we find that they are now quoting *less* circulation than they claimed when the previous contract was made. This shows that they do not not keep track of their erratic statements.

I had some peculiar experiences during this last fall. Upon informing one publisher by letter that he was asking me to pay more money for a circulation that is now less than when the last contract was made, he wrote me that he was not responsible for what somebody else had claimed about his circulation. On looking it up, I found that he had *himself* signed the original contract claiming more circulation than he now admitted he had!

False circulation must be eliminated by the newspaper publishers themselves. This is one of

the large journalistic problems that newspaper publishers must settle, and that shortly, for every advertiser is entitled to know exactly how much circulation he is buying for his money, just as much as the publisher must know how many pounds of ink he is getting for so much money.

So long as there exists this unsatisfactory condition regarding circulations, just so long will honorable publishers have to fight to maintain their rates. Such misrepresentation by a few dishonest publishers discredits the whole profession, and will sooner or later induce the enactment of laws to make it a misdemeanor for any publisher to receive money from an advertiser on a misrepresentation of circulation.

I claim that the publishers should be able to settle this matter themselves, and not allow the lawmakers of the country to interfere. Advertising space is the only commodity I know of that one has to buy on faith, and it sometimes happens that one is told by the publisher, as I have been a number of times lately, that it is no one's business how much circulation the paper has: if one wants to advertise, there is the price; and if one does not, why, well and good! What would that publisher say to the ink man if the latter tried to sell him ink on such terms?

ARE NEWSPAPERS TOO CHEAP?

The publisher of the one-cent newspaper gets for his paper from one-half to one-sixth of a cent, and if he publishes more than sixteen pages in each issue, he is losing money on every square inch of white paper he puts out. I read a statement from the Boston News Bureau a few days ago, and had it verified by the representative of the publishers, that a certain New York publisher, for his combination of papers, will have to pay during 1911 the enormous sum of \$700,000 more money for his white paper alone than he paid last year, and has paid for several years previous. This publisher gets fifty cents per hundred for his papers, and on every paper

over a certain number he has a loss on white paper. What is the result? The advertising rate is raised to meet the deficit!

This same condition prevails in the case of all one-cent newspapers in proportion to their size, and it seems to me a quite unfair proposition that the advertiser should have to furnish all the profit. Why should the reader of a paper get it for less than it costs the publisher, and why should the entire revenue come out of the advertiser?

The cost of paper is going up and up, and up, and while the present proposed reciprocity treaty with Canada may allow wood pulp to be imported into this country free of duty, in view of all other advancing prices and conditions, it is not to be expected that the price of white paper will be very materially reduced to the publisher. Now, instead of increasing the advertising rate every time the cost of the newspaper production is increased, why not have the reader of the paper pay his share, or at least let him pay the publisher the cost of the paper which he reads every day? Even this would remove a very heavy burden from the advertiser, for if advertising rates keep on soaring as they have been during the last few years, they will get to a point where general advertisers cannot afford to use very much space or conduct the progressive campaigns which they have done in the past, because it is a reasonable contention that beyond a certain amount of total expenditure in a given locality, the advertiser cannot go, else he will exhaust the volume of returns on his product that the population of that locality could possibly give him.

SHOULD PUBLISHERS KEEP TRACK OF SALES?

I believe it is profitable to the publisher to keep track of the local sales of the products that are advertised in his paper. He should call upon the trade, from time to time, and if he finds any article being advertised in his paper is not moving after a reasonable length of time, he should

take the subject up with the advertiser and require him to furnish other copy, or correct some evil that may exist in his terms or conditions to the trade, that may interfere with the success of the advertising.

Every publisher should be exceedingly jealous of his medium as a selling power, and he should insist upon being furnished with reasonably good copy and he should not allow any advertiser using his columns to market his goods in such a way as to antagonize the trade, and thus make it impossible for the advertising to be successful, and have his medium blamed for the result.

Publishers can accomplish a great deal if they suggest to the local dealer to give window displays once in a while to articles being advertised. I know of one publisher who procures twenty-four window displays every year from the local druggists, and then sees that these window displays are divided up among his advertisers at stated periods. While it would be difficult for the advertiser himself to get these window displays, it is easy for the publisher to get them, because almost every local dealer is willing to make up a display of advertised goods, provided the publisher will give him a "puff" on the window display. This is a simple method of co-operating with the advertiser which aids immensely in selling goods; which costs the publisher nothing to accomplish, yet it is highly appreciated by the advertiser.

ST. LOUIS ADMEN DIP INTO SCIENCE.

The subject of the fourth lecture, on March 8, in the National educational course given under the auspices of the St. Louis Advertising Men's League, was "The Practical Use of Science in Advertising." Prof. F. S. Bowne, director of the School of Education, People's University, spoke on the practical use of science in advertising "in studying the need of the consumer" and "in studying the habits and powers of the eye." Dr. E. George Payne, professor of psychology in Teachers' College, spoke of the use of science in advertising in applying the principles of art. The course is free to advertisers.

NEWSPAPER PUBLISHERS PREPARE FOR ANNUAL PILGRIMAGE.

The big annual gathering of newspaper publishers for the convention of the American Newspaper Publishers' Association and the joint banquet with the Associated Press is announced to occur at the Waldorf-Astoria Hotel Wednesday, Thursday and Friday, April 26, 27, 28. The joint dinner will take place at seven o'clock April 27.

The speakers are to be President Taft, Nicholas Murray Butler, president of Columbia University, and Augustus Thomas, playwright.

The dinner has grown to such proportions that limitations have to be made. It will be limited to those exclusively connected with the active working force of either of the organizations, with the privilege of bringing not more than two guests. The right to reject orders for tickets after April 15 is reserved.

The dinner committee consists of Condé Hamlin, of the New York *Tribune*; Herbert L. Bridgman, of the Brooklyn *Standard-Union*; Adolph S. Ochs and Louis Wiley, of the New York *Times*; Melville E. Stone, president of the Associated Press; Oswald Garrison Villard, of the New York *Evening Post*, and Herman Ridder, of the New York *Staats-Zeitung*, ex-officio.

A particularly interesting programme of discussion is likely, and further efforts to curb the press-agent evil will be taken.

RAISING COLLEGE FUNDS THROUGH PUBLICITY.

The citizens of New London, Conn., on February 20, undertook to raise, within a period of ten days, the sum of \$100,000 toward the founding of a woman's college in that place. The city council had already appropriated \$50,000 for the purchase of the site when the campaign was inaugurated. Frank Leroy Blanchard, of New York, was engaged to direct the publicity work and assist the local newspapers in arousing interest in the project.

When the canvass ended on March 1, not only had the \$100,000 been secured but nearly \$35,000 in addition.

Habit Creating Advertising

Among the several hundred letters commenting on advertising, that came to us from our readers last week was the following:

"Gentlemen:

I have used Sunny Monday Soap in my house ever since I first saw it advertised. Bought it first in Norman, Okla., the town in which I then lived.

When I went to New Mexico I asked for and got it and since I have been in Texas I have used it whenever it was possible to get it. I think nothing is better for laundry work than Sunny Monday Soap.

Mrs. E. M.,
Tioga, Texas."

Ladies' World advertising, you see, has made the use of Sunny Monday Soap a fixed habit in this household.

This reader felt that if The Ladies' World carried the advertisement of this soap it *must* be a good soap.

Ladies' World readers have that attitude—if we carry the advertisement, the article is right. Does that attitude mean anything to you?

THE
LADIES' WORLD
NEW YORK

THE "FRA" HAS HIS IN- NING, BUT—

REPRINTS "COPY WRITER'S" LETTER IN "PRINTERS' INK," CRITICIZING HIM, AND, TO PROVE WHY HIS ADS SHOULD PULL, QUOTES EVA TANGUAY'S SONG, "PERSONALITY"—HIS COMMENTS RUN HEAD-ON INTO LETTER FROM "ANOTHER COPY WRITER."

In the March issue of the *Philistine*, Elbert Hubbard pays his respects to "Copy Writer," whose letter criticizing the signed advertisements by the former was published in a recent issue of *PRINTERS' INK*. It will be remembered that "Copy Writer" stigmatized Hubbard's signed advertisements for Saks, Equitable and the Coward Shoe as "conspicuous rot," and dwelt upon the alleged egotism of the signed series, saying that the ads gave as much publicity to Hubbard as they did to the article he was writing about.

After reprinting this letter in "Heart to Heart Talks with Philistines, by the Pastor of his Flock," Mr. Hubbard goes on to comment as follows:

The above growl is from *PRINTERS' INK*. Let me here say that I did not write it. It will be noticed that what the writer complains of is an excess of ego in the ads. Whether they pull or not, does not interest our critic. Ads, as I understand it, are not written to attract the applause of competing copy writers. And as for "any other copy writer turning in such stuff"—of course not!

If he would it wouldn't be his. We can no more all write alike than we can look alike. The man to pass judgment on an ad is the man who pays for it. If it does not bring returns, Copy Writer need not grieve—the fellow who penned it will soon be out of a job.

This academic criticism on every thing successful is a classic. It has been summed up by Eva Tanguay in her song, "Personality," written by her old friend George Spink. The song is rot, as George admits, but when you hear little Eva sing it, you howl yourself hoarse with delight.

That is, you are pleased with Eva Tanguay. And yet I have heard players on the bill with Eva declare that she can neither sing, dance nor recite. Further, that she has no shape.

Just the same, Eva commands the money; the audience wants her.

Eva has personality.

Hubbard thereupon gives two pages and a half to a quotation of Eva's song, the chorus of which is as follows:

Per-son-al-i-ty, Personality, that's the thing

That always makes a hit.

Your nationality or rationality

Doesn't help or hinder you a bit;

If you're rich or poor, or just a go-between,

Don't begin to worry or to fret.

If you've really got a personality,

Folks will find your number hard to get.

Hubbard had doubtless just got through chuckling over thus handing "Copy Writer" one on the solar plexus when along comes this letter to *PRINTERS' INK*:

SCRANTON, PA., Mar. 3, 1911.

Editor of *PRINTERS' INK*:

Just to call your attention to a remarkable coincidence. This morning I picked up the March *Philistine* to find Elbert Hubbard turning his calcium light on "Copy Writer," who recently took vigorous exception in *PRINTERS' INK* to the alleged advertising which the Fra was penning for the Equitable and some others.

Fra replies by saying, among other things:

"The man to pass judgment on an ad is the man who pays for it. If it does not bring returns, Copy Writer need not grieve—the fellow who penned it will soon be out of a job."

The remarkable coincidence to which I refer is that upon laying down the *Philistine* to take up this week's *PRINTERS' INK*, I found the following on page twenty-three:

"Equitable Life states that it has recently decided to discontinue all its magazine advertising during the current year."

Mysterious are the ways—

ANOTHER COPY WRITER.

If anything remains of the Fra after this cruel blow, it has not yet become visible.

ENDORSE DALLAS FOR NEXT A. A. C. A. CONVENTION.

Dallas was unanimously indorsed by the Southwestern division of the Associated Advertising Clubs of America for the annual convention of the national association in 1912. Leavenworth was selected as the next meeting place for the Southwestern division.

The following officers were elected: S. N. Spotts, Capper publications, Kansas City, president; A. G. Chaney, Dallas, first vice-president; Hugh Prather, Newton, Kan., second vice-president; John Covey, Fort Worth, secretary; H. C. Martin, Oklahoma City, treasurer.

Among the resolutions adopted was one protesting against the proposed increase in the postal rate on certain second-class mail matter.

The Leaders of the Weekly Farm Press



Orange Judd Weeklies 425,000 Circulation

Northwest Farmstead covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States. These four weekly magazines are known the world over as the leading advertising mediums for reaching the progressive business farmer. No medical or financial advertisements taken. All advertisements guaranteed.

ORANGE JUDD COMPANY

Headquarters: 315 Fourth Ave., NEW YORK

Western Offices:
1209 Peoples Gas Bldg., Chicago, Ill.
335 Palace Bldg., Minneapolis, Minn.

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

THE ADVERTISING MOVEMENT TO SELL MORE TEA.

FOOTE'S TEAS BEING AGGRESSIVELY ADVERTISED—A CONSTANT FIRING LINE OF SMALL NEWSPAPER ADS KEPT GOING—SELLING CONDITIONS IN THE TEA FIELD.

By John S. Briggs,

Advertising Agent for Foote & Dayton (Teas), Rochester, N. Y.

The popularizing of tea, as a common beverage, has been embarrassed by selling conditions. It is as if we would try to popularize American apples in England, by trying to sell them the small, blistered, wormy fruit we send to the cider mill. With all the conditions that surrounded the tea trade, up to comparatively recently, the wonder is that any one drinks tea. Cheap teas are sold, because conditions have been such that, when they reached the consumer, the best teas were no better.

The profit on tea is relatively large, so an expensive publicity campaign will produce results commensurate with the cost. But, from the standpoint of the importer, education should precede mere publicity, in order to produce permanent results. With education, ten persons will drink tea, and continue to drink tea, where one does now.

By education, I mean an endeavor to make the public appreciate a few fundamental facts. For instance, that high-priced tea sold under proper conditions is really more economical than the cheaper teas, and much less expensive than coffee, a dollar's worth furnishing a family of five with enough for 100 meals; that it is a much more healthful drink than coffee, and a fit drink for even an invalid; that, provided you buy certain kinds, easily distinguished, the tannin bugbear is a myth; that European methods and machinery are putting a premium on cleanliness, and reducing tea curing and packing to a science, the human hand, after picking, not touching the leaves; that, as the Europeans know, it

is a real "he drink" and there's nothing effeminate in a taste for good tea, with body, strength and color.

PRINTERS' INK, some months ago, in its imaginary tea campaign, set the ball rolling toward this educational movement in tea selling.

Working along these lines, we plan for Foote & Dayton selling Foote's teas, thorough campaigns to cover limited areas, the principal factors of which are demonstrators with "reason-why" talk to gain converts from old, and make new tea drinkers. The first is the harder to accomplish, after one has acquired a vitiated taste for the bitter, astringent decoctions so common on the tables of the average family.

Demonstrators go through a city making tea from house to house, and leaving an ample sample package and printed matter, and explaining to the lady of the house that her grocer will furnish the tea in original packages. If she uses the sample package according to directions, and starts buying, experience proves that not one in ten goes back to the

AN INVALID CAN DRINK IT

Tea is delicious, invigorating, and healthful, if made of the high-grade black teas from India. The best black tea is free from tannin and artificial color; physicians prescribe it.

Only the tender young leaves and leaf-buds of the best India tea plants are used in

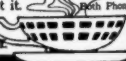
FOOTE'S Orange Pekoe TEA

— it goes twice as far —

Your grocer sells it, in air-tight, lead-lined packets (25-cent and 50-cent sizes) fresh, full-weight, and full strength.

Booklet "From the Tea Garden to the Tea Cup" free, tells all about it.

FOOTE & DAYTON
33 Market St. Rochester, N. Y.



A GOOD AD FOR THE CUP THAT CHEERS.

cheaper, but more expensive teas. Incidentally the daily reminder of the little, short, snappy "reason-why" ads, with the name of the product in display, keeps pounding "quality" arguments into the sub-consciousness of the customer, and are an effective aid in keeping up a steady sale. Each

of the little ads suggests tea from a particular angle—for invalids, for men, for afternoon teas, etc.

Several national distributors, working on these general lines, have in the past few years made amazing progress. Apparent paradoxes have been explained and the facts are becoming better known, and the problem of distribution is working itself out, so that a greatly increased tea consumption may be looked for.

Up to a few years ago, tea was sold in bulk. Now nothing absorbs odors and impurities, and the moisture of the air, more than tea. The result has been that even good tea, when it reached the consumer, from the reeking grocery, has lost its strength and aroma and is not fit for use.

The air-tight original package has changed all that, as it has in other articles of food, and one can now get tea in all its original strength and flavor. The ancient fetish that the sea voyage spoils tea has been proven false. It was only the smelly grocery, and exposure to the air. Tea is bound, through right advertising, to "come into its own."

UNSELFISH AID FROM CHICAGO.

"The Mahin Advertising Company, of Chicago, makes an announcement which marks a new development in the advertising agency business.

"It proposes to give to a limited number of large general advertisers—confining the proposition to ten spending from \$100,000 to \$500,000 annually—its creative and advisory services, without regard to, or detriment to their present agency connections.

"This means that the big advertiser who is placing his business through an agency which is satisfying him on the space-purchasing end, can buy the work of the Mahin departments other than that which has to do exclusively with the buying of space.

"The position thus taken by the Mahin Advertising Company is high and dignified and is strictly in line with the advancements of other professions."—*Announcement by Mahin Advertising Company.*

The English Lutheran Church of the Ascension, Milwaukee, on February 25 announced its Lenten programme through large posters on street cars in the parish. The principal color on the posters was purple, the Lenten color. Other advertising methods will probably be used in the future.

"The Standard Paper for Business Stationery"—"Look for the Watermark"

Pay Your Business a Compliment

It is something to write a letter on good paper. It is something more if that good paper is Old Hampshire Bond. For Old Hampshire Bond paper is easily recognized by every one of its many users, and there exists between you and your correspondent the same fraternal feeling as between owners of the same make of automobile.

OLD HAMPSHIRE BOND

The paper itself can confer no prestige on its user to compare with the compliment he pays his own business by selecting Old Hampshire Bond.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.



Write for it on your present letterhead. Address

Hampshire Paper Co. SOUTH HADLEY FALLS MASSACHUSETTS

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

BUTTERINE ADVERTISING COMING FAST NOW.

NEW CARL M. GREEN AGENCY
DEVELOPS JELKE CO. INTO AN AD-
VERTISER—NEW ENGLAND CON-
CERN, OHIO CONCERN AND NEW
JERSEY COMPANY ALL PREPARING
TO ADVERTISE—SWIFT & CO. CAM-
PAIGN IN NEWSPAPERS.

Oleomargarine in its various forms is on the straight road to standardization through newspaper advertising. The announce- is made that John F. Jelke, a Chi- cago butterine manufacturer, has placed an appropriation in the hands of the new Carl M. Green agency, of Detroit. The cam- paign is already gathering head- way. The Detroit district has been covered with posters and publicity is on in the street cars and the larger newspapers of the Middle West. A mail-order adver-

Wrapped in parch-
ment, packed in cartons,
plainly printed

"Swift's Premium
Oleomargarine"

Sold on its own merits
for just what it is—a
wholesome, economical
food product.

Read the advertise-
ments as they appear
in the

Cents or Sentiment



Take Your Choice
The Only
Difference
Between

Swift's Premium Butterine
and the best country butter in price and
the Government's guarantee of cleanliness,
purity and wholesomeness. Both of these
are guaranteed Swift's Premium Butterine.

Why pay one-third more and get less? Order
a quart every three, your dealer today and see
the result.

Made only by Swift & Co. Chicago, U. S. A.

HOT

Stand of any kind could not
be better than when spread
with

Swift's
Premium
Butterine

Swift's Premium Butterine
is made under govern-
ment supervision—no tallow,
lard, grease, or other
inferior material.

Order a new stand today to
display and try it.

See also
Swift & Co. Chicago, U. S. A.

WAFFLES
MUFFINS
PANCAKES
BISCUITS

SOME OF THE SWIFT BUTTERINE NEWSPAPER SERIES.

tisement heralded the approach of the thorough-going campaign. The direct results thus obtained have proved to be very gratifying.

A New England advertising manager of a prominent national concern is interesting himself in developing a New England butterine account. One of the largest agencies in New York is soon to launch a campaign for a New Jersey butterine packer; while a letter from a butterine company in Columbus, Ohio, announces that the subject of advertising is very interesting to its backers and that some action may be expected before long.

Arthur D. White, advertising manager of Swift & Co., Chi-

cago (packers of "Premium Butterine") writes that a considerable campaign of advertising is going on in the cities of Chicago, St. Paul, Omaha, St. Louis, St. Joseph, Mo., Kansas City, Fort Worth, Minneapolis, Grand Rapids, Washington and Wheeling.

Indications are plentiful that advertising campaigns will set things right in the near future.

The following letter shows how even experts are fooled:

BALTIMORE, February 10, 1911.

Editor of PRINTERS' INK:

I have read, with a great deal of interest, J. George Frederick's article on "Oleomargarine" in PRINTERS' INK of February 9. Let me tell you of an experience of my own.

A number of years ago I went from an Eastern city into the dairying section of the West with a party of men greatly interested in dairying matters, and most of them old-time dealers in butter, cheese and eggs.

Many meals were served in this private car and they were all good ones. The man at the head of the

whole excursion was widely known, by his associates as being a manufacturer of about the highest grade butter that was turned out in the whole country at that time—and I dare say the same is true to-day. It was assumed that the butter served at the meals in the private car was from this very high-class dairy. Many compliments were passed upon its quality.

When we were but a few miles

from home, on the return journey, the gentleman announced to the party that instead of his butter, the table had been supplied, at every meal, with butterine.

When you consider that the men who ate the meals were really experts in dairy products and had made not only good livings but also comfortable fortunes by dealing for twenty or more years in butter, one may understand not only their chagrin at the announcement, but also the fine quality of the butterine which had impressed them as the best and highest-priced dairy butter.

READER.

Howard C. Jones, who was agency manager of *Success* magazine under former publisher E. E. Higgins, is now circulation manager of *The Continent*, the national Presbyterian weekly, published by the McCormick Publishing Company, of Chicago. The circulation, advertising and editorial offices are in New York.

To Ten Advertisers

OCCASIONALLY an advertiser spending \$100,000 to \$500,000 a year wants to get our service, but denies himself because he does not want to break the agency connection he has. His agency service takes him to a certain point. Mahin service will carry him still further—very much further in sales and advertising work.

MAHIN Counsel and Analysis of manufacturing, marketing and consuming conditions enables him to realize the maximum efficiency out of the maximum possibilities of his products.

This need not be argued; it will be demonstrated.

Our organization is such that careful, conscientious, expert advice and service is rendered not by individuals, but institutionally.

A customer of ours draws upon the entire organization; not upon one man.

We will be advertising counsel for ten advertisers who spend from \$100,000 to \$500,000 per year, and who for some reasons, that are good and sufficient to themselves, do not wish to disturb their present agency connections.

We will do this for a price—to be determined after we have analyzed the situation and its needs.

Many large advertisers, tied up with placing agencies, wish they might buy our service and coun-

sel. To ten of these advertisers we are prepared to supply our advice and work on selling and advertising campaigns, without detriment to their present agency connections.

The phases of service to be covered necessarily must be determined in conference. Through long-continued, successful experience in every phase of sales and advertising work, and in every branch of advertising, we are competent to give sound, unprejudiced advice on every problem connected with the use of newspaper, magazine, farm paper, billboard, street car, painted wall and other space. This, we believe, is distinctive with us.

The point is that ten large advertisers may not only supply their present lack but vastly increase their present results by utilizing the advantages we offer.

This must be individual, distinctive service based upon circumstances and conditions.

We do not generalize in anything; we specialize with each customer.

There are several times ten big advertisers who would want our service if they knew what we have to offer. Only ten are desired now. They know what they lack; we know, too. We believe we will be retained by at least five of them within a month.

Wire or write us for a confidential appointment at your office, or ours.

MAHIN ADVERTISING COMPANY

JOHN LEE MAHIN, President. WM. H. RANKIN, Vice-Pres.
H. A. GROTH, Secretary.



837-887 American Trust Bldg., 125 Monroe St., Chicago

Newspaper, Magazine, Farm Paper, Trade Paper, Street Car
and Outdoor Advertising.

AS THE SOLICITOR LOOKS FROM THE BUYERS' DESK.

THE VEXATIOUS FELLOW WHO
DOESN'T KNOW WHEN TO SKIDDOO
—CONFLICTING ADVICE — CAMP-
BELL'S SOUP ADVERTISING EXPER-
IENCE — FROM ADDRESS BEFORE
MAGAZINE REPRESENTATIVES CLUB,
NEW YORK, MARCH 6.

By Len M. Frailey,

Advertising Manager, Campbell's Soups,
Camden, N. J.

It has been said that the advertising agent is the man usually ground between the upper and nether millstones. That is wrong. It is the buyer of advertising—the advertiser himself—who is the unfortunate individual. He is a never-ending trouble to himself and to his company in the difficult work of planning advertising which will produce.

Considering the advertiser's vexations, therefore, it seems to him sometimes as though the solicitor, whether for a publication or for an agency, is always serenely able to argue himself in the right—a pleasure from which the advertising man seems barred. Consequently, when such solicitors (and their number seems always to grow and never to diminish) come to the advertiser's little burg, they frequently suggest by their air, even if not by their actions, that they have come to enjoy an all-day "fest," to say nothing of dinner and the evening, too. Nothing would be more pleasant, but surely nothing is also more impossible.

Why cannot solicitors cultivate the habit of telling unerringly when the buyer is or is not in a receptive mood? Surely such a cultivation would be a great conservation movement, appreciated by the advertiser, and would help vastly to establish and maintain the relations of *persona grata*.

My door is always open to solicitors (when it isn't shut), and it is never shut except when board meetings occur. I am a firm believer in seeing solicitors

and must confess to the absorption of many valuable ideas from this policy. But once having opened my sanctum to the solicitor, it is another matter to get him out, and I have no more earnest piece of advice to solicitors than to develop the fine points of the art of departing. To be sure, I can baldly excuse myself and say there is nothing doing, but my great trouble is that solicitors won't take my word!

Again, it seems to the man behind the desk that there is such a bewildering variety of conflicting advice, and what seems to him like dangerously hasty thinking, based on slender information, or even none at all. Each has a different path to success and each is quite sure that he is right and others are wrong. I do not find that magazine solicitors knock other magazines or even other mediums, but I do find something almost as confusing in their almost universal phrase, "No matter what other magazines you put on your list, be sure that *mine* is there, too!"

Again, take the oft-repeated "something special" in position, etc., which brings many solicitors here with an air of excitement. Sift down this something special and it often turns out to be nothing special but a desire to get you into the magazine.

It seems to me that the buyer and seller of advertising have not quite understood each other. They seem to be fencing for position, with an absence of that absolute frankness so essential to right relations. None ought to sell anyone anything which he doesn't want to buy, and which isn't clearly good for him to buy.

Our advertising experience has been rather a peculiar growth, for we started with street car advertising—\$4,200 worth at a gulp—and the solicitor had hardly pocketed the contract and was outside the door when I turned dramatically to my collaborators and said, "There, your \$4,200 are gone!" It did not look at the end of six months as if anything was coming back, and then we spent \$4,200 more; after which we felt as if we were getting

somewhere, and spread out further, so that in five years we were covering 376 cities. After eight or nine years, posters and billboards were used, and then have followed magazines and newspapers. Our magazine campaign is at present *in statu quo*—we are persuaded but not decided, if you can comprehend such a thing.

If I had a large enough appropriation, I would buy all the advertising space in America and believe firmly that it would come back to me in five years. We base our advertising on a percentage of last year's business, plus a percentage of the estimated possibilities of the coming year.

—♦♦♦—

The Des Moines Ministerial Association has gone on record as against physicians who publicly advertise their claim to cure certain diseases. C. W. Arnold, who introduced a bill into the Iowa legislature to prevent such advertising campaigns, spoke recently before the association.

MISSOURI PROPOSES TAX ON MAIL-ORDER HOUSES.

Senator Lane has presented a bill in the Missouri senate imposing an annual state tax on mail-order houses selling from catalogues.

While it seems probable that the measure is largely directed at Chicago houses, yet the act does not specify non-resident firms and corporations, and hence would be general in its application.

The tax proposed is this: Five per cent on gross business amounting to \$100,000; 3 per cent upon \$200,000; 2 per cent upon \$300,000, and 1 per cent upon each additional \$100,000 of the gross amount of sales.

A bill along this line was before the last legislature, and was strongly advocated by Senator Bradley, who stated that his object was largely to reach Chicago mail-order houses that transact a great deal of business in that part of the state. He sought to keep them out of the state altogether. Senator Lane proposes to compel them to pay a state tax, but this tax would also reach Missouri houses that do a mail-order and catalogue business.

—♦♦♦—

The Detroit Adcraft Club is holding a series of weekly talks in its club rooms on "Selling and Distribution as Related to Advertising."

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

HOW SELLING AND ADVERTISING CONNECT UP.

FAMOUS SALESMAN AND ADVERTISER GIVES NEWSPAPER ADVERTISING A STRONG RECOMMENDATION—THE THREE REQUISITES—THE POWER OF ORGANIZATION.

By Hugh Chalmers,

President, Chalmers Motor Company, Detroit.

[NOTE—The following are extracts from an address before the Rochester Ad Club, March 2.]

I believe that newspapers are the best mediums for advertising because the people are always looking for news. They buy a newspaper to read the news and they stumble into the advertising. I believe in all kinds of mediums—magazines, both weekly and monthly, and weekly newspapers. I believe in any medium that has a legitimate circulation, but I particularly believe in the daily newspapers as being the best way of reaching the people with almost anything you have to sell.

I believe that advertising and salesmanship are the chief factors in distribution, and the relationship between the two is the very closest indeed; in fact, they are inseparable because all advertising is salesmanship and all salesmanship is advertising. If you want one word that will take the place of both, that one word is "teaching." Advertising and salesmanship are teaching people to believe in you and in the goods you have to sell.

In advertising, however, you are talking to thousands or perhaps hundreds of thousands of people at a time, while in salesmanship you are talking to one or two persons at a time; so that it might properly be said that advertising conducts a public school, while salesmanship gives individual lessons; but in each one you are teaching, whether it be in printed advertising or in oral salesmanship. After all, there are just about three ways of selling goods: First, through printed matter; second, through pictures or illustrations; third, by word of mouth, which is through salesmanship.

To my mind there are only three fundamental principles in advertising, namely, be honest, be sensible, be persistent. I say be honest because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say to be sensible because the majority of people who read copy are endowed with good common sense. I say to be persistent because you have to keep everlastingly at it. People soon forget and unless we keep persistently at advertising we had better not begin at all.

There is no mystery about advertising. In the last analysis it is simple common sense plus printer's ink. A word about advertising copy. People don't buy until they are convinced; they are not convinced until they understand; they don't understand until you make it perfectly clear to them. Therefore I say that in all advertising copy we should use the smallest possible words to express ourselves. We should write our copy so plainly that the man without an education will understand everything we say, and then it is an absolute certainty that the man with an education will understand us, or at least ought to.

SALESMANSHIP DEFINED.

Now what is salesmanship? If I were asked to define it in the simplest way I should say that it is nothing more or less than making the other fellow feel as you do about the goods you have to sell. I have found with salesmen that it is nine-tenths men and one-tenth territory. In short, it is a matter of personal equation. The qualities of success as I have found them are health, honesty, ability, initiative, knowledge of the business, tact, industry, sincerity, open-mindedness and enthusiasm.

Organization is the spirit of the times. Organization is the thing that is accomplishing the greatest industrial prosperity in this country. After all, it is not politics, it is not science, it is not art, it is not literature that makes the people contented, happy and

successful, so much as it is the industrial prosperity, and industrial conditions in this country are the ones which make for happiness or for sorrow. Organization of the right type and the right kind is the spirit of the times.

CARL M. GREEN FORMS OWN AGENCY.

An important addition to Detroit's advertising colony, and an advertising agency which is certain to occupy an important place in the general field of publicity, is the Carl M. Green Company, a newly incorporated concern which recently opened offices on the fifth floor of the Penobscot Building, Detroit.

The company was organized by Carl M. Green, one of the most widely known publicity men in the country. Associated with him as a partner in the business is Charles M. Steele, who comes from the Lesan Advertising Company, of New York.

Mr. Green's whole business career has been devoted to newspaper, advertising and general publicity work. Upon his graduation from the University of Michigan he joined the editorial staff of the *Chicago Tribune*. He left the *Tribune* to join the staff of the *Chicago Daily News*, and was later associated with the *Chicago Record-Herald*.

His newspaper work had brought him to the attention of Henry Killilea, then owner of the Boston American baseball club. For him he sold the club to Gen. Charles Taylor, owner of the Boston *Globe*. General Taylor chose him for the treasurer of the Boston American League club. This position Mr. Green left to join the Fisher Special Advertising Agency, of New York. He later became Chicago manager for the Bobbs-Merrill Publishing Company. Following this he was Western manager of the *Home Magazine* and later advertising manager for *Uncle Remus* magazine. More recently Mr. Green has been a member of the Mahin Advertising Company, of Chicago.

Charles M. Steele, who is associated with Mr. Green in the new advertising agency, is a University of Chicago man, who also began his career in the newspaper field. When the Chalmers Motor Company was established Mr. Steele came to Detroit as advertising manager of the concern.

The Carl M. Green Company will place advertising for the John F. Jelke Company, of Chicago, the largest manufacturers of butterine in the world; the Lippert-Stewart Motor Truck Company, of Buffalo, and of the Chalmers Motor Company.

S. S. Goldstein, recently advertising manager for Hillman's, Chicago, has entered the field of general advertising as an agent, with an office in the Steger Building, Chicago.



Many of the wisest and shrewdest general advertisers of the day are trying to figure out effective and economical means of reaching the people of the smaller towns and villages of the country.

That's the kind of business that's profitable and enduring.

Here's the open doorway into 140,000 homes in just such places. Here's much more. Here's an introduction by an old friend to every member of that many families. THE UTICA



circulating largely in interior New York, New England and adjacent states, goes out 140,000 strong. These are thrifty homes of the better class; homes of people who appreciate a good, clean, weekly newspaper and will pay five cents a copy for it week after week, year after year.

Its own success and the very nature of its circulation, is an indication of its value as a selling proposition to the general advertiser.

Let us give you facts and figures. We are at your service anytime, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

HUGHES TO HEAD POSTAL COMMISSION.

PROGRESS IN THE DIRECTION OF FAIR BASIS OF CHARGE FOR SECOND-CLASS MATTER—APPOINTMENTS WIDELY APPROVED—DIFFICULTIES OF INVESTIGATION DISCUSSED IN CONGRESS.

Although there had been some hope that no immediate action would be taken in the matter of the postal investigation commission, the announcement that Associate Justice of the Supreme Court Charles E. Hughes and Lawrence Maxwell, of Cincinnati, have been appointed by President Taft, has been received with every evidence of satisfaction.

A peculiar condition has arisen, in that two measures, slightly at variance with each other, got through Congress providing for the commission. The Penrose amendment passed in place of the "rider" provides for three on the commission and a \$50,000 appropriation. A joint resolution was also passed in the excitement of the last days providing for the same commission, but with only two members and an appropriation of only \$25,000. It seems evident, however, that a commission of three is to be appointed, and it is reported that a third, a business man, is being sought. Mr. Maxwell is a Cincinnati lawyer.

Wilmer Atkinson, of the *Farm Journal*, Philadelphia, is advocating the appointment by the publishers themselves of a separate commission representing all the seventeen classes of publications, in order to reach a decision based on information and principle as the publishers see it.

The difficulties of the proposed commission are going to be very real. Congressman Moon, of Tennessee, one of the best-posted men on the postal situation, said on the last day of Congress:

When the experts undertake to determine just exactly what ought to be paid for the carrying of the magazines, how the Government ought to be remunerated for the carrying and handling of these magazines, or other second-class matter, they are bound to take

as the basis of the investigation the manner in which the second-class matter is now handled and the manner in which it is paid for. In other words, the basis of weighing and the computation of paying are the basic facts upon which they must rely in order to determine this question. I undertake to say to this House deliberately, that in view of our method of weighing and of the computation of railway mail pay, that no expert on the face of this earth can to-day come within fifteen or twenty millions of dollars of what the compensation ought to be for the transportation of second-class mail.

If every publisher in the country, every magazine publisher in the country, every newspaper publisher, in person or by counsel, have met and been heard on all of these questions, where are we going to get any more light? The very minute you undertake to reach the correct result you are confronted with a proposition that you can not justly charge the cost of transportation and handling to a class of matter flatly that in itself produces a return to the Government in another class of matter, probably in excess of the charges of transportation and handling of that matter itself—the second class. How are you to draw the lines for the determination of these questions? You are in the dark; it is a chaotic proposition, considering the method by which it must be determined to-day.

From which it may be gathered that the real need is better P. O. Department data upon which to base judgments. It evidently is conceded, even by a congressman not favoring the commission, that it is impossible to tell whether second-class matter is responsible for a deficit.

DETROIT ADRAFTERS DISCUSS HORRIBLE ADVERTISING EXAMPLES.

"Horrible examples" of the class of advertising permitted in Detroit newspapers were shown by R. C. Banker, of the Campbell Advertising Service, at a meeting of the Detroit Adcraft Club recently.

Mr. Banker was appointed to see what advertising carried in the Detroit papers should be discouraged. He presented thirty advertisements. Of these ten were medical advertisements, and nine of the ten were voted fraudulent by the club. Ten carried illustrations which the members decided were not fit to go into the home. The third ten were advertisements using bogus newspaper clippings and advertisements.

In the medical class, Mr. Banker pointed out a "mother's remedy," which he said had, to his own knowledge, caused the death of a young woman.

Circulation Talks

From the Capital of the United States
No. 4



SPECIAL NOTICE TO SUBSCRIBERS OF AMERICAN NEWSPAPER ANNUAL AND DIRECTORY.

It has been brought to the attention of the Business Department of THE EVENING AND SUNDAY STAR that the circulation figures as quoted in the 1911 edition are somewhat below the sworn statements issued by the management for the past ten months. In explanation, which is only fair to THE STAR as well as to the American Newspaper Annual and Directory, the figures quoted in 1911 edition cover circulation record for ten months from August, 1909, to May, 1910, only. On May 1, 1910, THE EVENING STAR changed selling price to one penny with result that circulation has increased over 20,000 copies daily. THE EVENING STAR with but one edition daily guarantees a circulation in the City of Washington exceeding 50,000 copies (practically one paper for every Washington home), which is 20,000 greater than that of its nearest competitor.

The Evening and Sunday Star Washington, D. C.

Last week's sworn net average circulation:

Daily - - 60,142 Sunday - - 49,520

DAN A. CARROLL
Eastern Representative
Tribune Building
New York, N. Y.

W. Y. PERRY
Western Representative
First National Bank Bldg.
Chicago, Ill.

HOW THE FIRST PEARL BUTTON ADVERTISER "CAUGHT" THE DESIRE.

HARVEY CHALMERS & SON, OF NEW YORK, THE FIRST HOUSE THE GREAT BUTTON INDUSTRY HAS YIELDED TO ADVERTISING—"POROSKNIT" THE SOURCE OF THE INSPIRATION—AIM IS TO INTENSIFY BUTTON DEMAND—SURMOUNTING THE OBSTACLES TO BUTTON ADVERTISING—LONG LIST OF MEDIUMS USED.

By Lynn G. Wright.

Is advertising contagious?

Take the case of the first pearl button house ever to advertise to the consumer, Harvey Chalmers

of Amsterdam, N. Y., making Porosknit underwear, a marked advertising success.

Chalmers, senior, of the button house, has a son who is running the Porosknit business. He could not very well escape the obvious fact that advertising has been the very breath of the life of his son's business. He doubtless recalled the time when the underwear makers joined in a chorus that "underwear couldn't be advertised—it was different." He could see with his own eyes the crushing disproof as evidenced in the Porosknit enterprise.

Inevitably he began to speculate whether, after all, the "couldn't-be-done" conservatives in his own industry might not be wrong and whether the button maker who first broke away from the ancient no-advertising faith might not confound the standpatters by winning an appreciable amount of success. He succumbed to the "infection"—a word that is exactly descriptive of his conversion.

Harvey Chalmers & Son are staking an appropriation of \$50,000 on their judgment that pearl buttons *can* be advertised with advantage to the consumer. The firm is not making a half-hearted experiment. Like the small boy who knows that he will not be pricked if he grasps the thistle hard, that company has set out upon a very respectable campaign in this sizable list of magazines, read mostly by women:

Ladies' Home Journal Quarterly Style Book.
Ladies' Home Journal Monthly Style Book.
Butterick Fashion Quarterlies.
Standard Fashion Book.
New Ideas in Fashions.
Pictorial Review Quarterly Style Book.
McCall's.
Good Housekeeping.
Harper's Bazar.
Ladies' World.
People's Home Journal.
Ladies' Home Journal.
Housewife.
Woman's Home Companion.
Delineator.
Designer.
New Idea Woman's Magazine.
Uncle Remus's Magazine.
Pictorial Review.
Saturday Evening Post.
Associated Sunday Magazine.
Monthly Magazine Section.

The record of thirty years shows that the button business

Buy Buttons
By This Name

Chalmers Pearls

5c. 10c.

In buying "Chalmers Pearls" instead of asking for just "Buttons," you are always assured of quality. Buttons matched at any time by getting the same style. The possibility of error—your child can buy buttons by name.

The 10c. buttons are the finest quality pearl buttons on the market. The 5c. buttons are of natural mother-of-pearl and come in four styles. Available in White, Ivory, Pink, Blue and Green.

When a dark button is wanted, get "Chalmers Pearls"—dark buttons! Just having a dress made? "Chalmers Pearls" will give you just what you need. Or, if you are buying a dress, ask the dressmaker to use "Chalmers Pearls"—they will be sure to use just what you need.

Chalmers Pearls are sold in boxes of 100 and 500. The 10c. buttons are sold in boxes of 100 and 500. The 5c. buttons are sold in boxes of 100 and 500. The 10c. buttons are sold in boxes of 100 and 500. The 5c. buttons are sold in boxes of 100 and 500.

Sample Card for 10c. buttons sent upon request.

Harvey Chalmers & Son
100 Broadway, New York City

THE FIRST BUTTON AD.

& Son, of New York. The breaking away of this firm from the ranks of a rock-ribbed industry that has steadily refused to advertise is best accounted for on the theory that advertising is becoming, as the doctors would say, infectious. The victory was won by no special pleader, but rather by the showing of results achieved by advertising in other unrelated fields; particularly because the Chalmers button house has been on intimate family relations with the Chalmers Knitting Company,

has lacked entirely real creative development. Without the aid of advertising real intensification of demand has been impossible. As long ago as 1880 the total value of the button product in this country was \$4,000,000. To-day it is only about \$12,000,000—an increase that compares very poorly with other industries that by advertising have developed phenomenally. The button industry waited long and became keenly competitive before it produced a firm courageous enough to take up its case with the consumer.

How they were going to make button advertising pay, the Chalmers did not know. They did know that here in the factories were millions of buttons and elsewhere the folks without number who wear them. Was it reasonable to think that advertising could not get the button and the wearer together?

The house naturally turned to the agency that has been handling the Porosknit account, the George Batten Co., and put the whole proposition up to it. F. H. Little, of the Batten Company, is taking care of this new account.

The campaign started in the February magazines with a rush, heralded by a blast in several trade papers calling the attention of the retailer to what was going on. The trade papers are the *Dry Goods Economist*, the *Dry Goods Reporter*, the *Dry Goodsman* and *Fabrics*, *Fancy Goods* and *Notions*.

What are the difficulties to be overcome? They are there, sure enough, and a hunter after opinions among the Chalmers competitors will be treated to a full assortment of angles and slants that, in their minds, make button advertising a fearfully hazardous undertaking. A long array of adverse "reasons why" are advanced by such, but it is observable that along with their dogmatic pronouncements there is a jarred-to-life feeling that, if the Chalmers concern does "get there," the pearl button business might as well expect to be bumped out of its respected rut.

The pearl button business is

Privilege

It is a privilege
to read The
Woman's Home
Companion.

It is a
privilege to
advertise in it.
The publisher
considers
carefully how
this privilege
shall be
extended.

prosily mechanical in its selling. The jobber looms outside the button factory literally like all outdoors. For a manufacturer to get anywhere must go through him. And how could he do anything else? He has made a product that carries absolutely no sense of quality to the consumer. "Wouldn't give a button" is a popular phrase expressing minimum reward that rises up retribution-like to smite the button makers for selling chiefly on a price, instead of a quality, basis.

Doubtless the protection of the tariff helped to foster this unprogressive spirit. As far back as the Wilson bill pearl buttons were listed and to-day a duty of one and one-half cents a "line" (forty "lines" make an inch-wide button) plus fifteen per cent *ad valorem* is imposed on buttons that come from Austria and Bohemia, where it is alleged, the whole family, father and the boys, as well as mother and the girls, turn out buttons by foot-power machines more cheaply than the American automatic machinery can do it.

The button industry has consequently been apostrophized by hordes of standpat Republican orators as the great classic example of the beneficence of protection. The button manufacturers have represented that these foreign producers have almost no overhead expenses, doing work at home, as they do. They have a low standard of living and all that, while the American manufacturer has a heavy investment in machinery and buildings and also must meet a wage demand that looms Mt. McKinley-like above the plane of the Austrian wage scale. The tariff reformers, however, ridicule this idea and say that the great button machines turn out buttons so fast that the cost is away below foreign cost.

American button makers have dredged the Mississippi and tributary streams for mussel shells that would bear working up into presentable buttons. The best shells were gathered long ago and now most of the domestic buttons are made from grades of shell that once

were deemed of almost no account.

Buttons come from the machines and are then graded. The prices of the various grades, now numbering five or six, have become practically standardized. One manufacturer's first grade is about the same as his competitor's.

But the subject waxes in interest when it is known that the manipulation of the various grades is not unknown. If a fourth grade can be made to pass as a low third grade, the transaction allows of a little more profit.

This pull and haul on prices has been going on so long in the button business that those who make buttons or those who job them have practically forgotten that such an individual as the consumer exists. Most button manufacturers, particularly those of the ultra-conservative school, know practically as little of the consumer as they do of the fourth dimension. Why the consumer buys, has been in the nature of an unsolved problem to the button makers. "Price" with an approximation to a certain degree of quality, has been the motive power that took the buttons from the factories through the jobbing houses and away into those mysterious regions beyond, where the legendary ultimate buyer somehow came into possession of them.

The trouble has been that pearl buttons can't be so marked that the buyer will know whether Chalmers or some other house produced them. One button looks very much like another, if the grade and style are the same.

The Chalmers company has not gone over this obstruction; it has gone around it, by mounting the buttons on green-colored foils which in turn are mounted upon the regulation cardboards. The Chalmers agents are not ready to forecast the manner by which benefit from this pioneer campaign will be derived. There is, however, a conservative feeling that much good is on the way.

Certainly few women in the United States can miss the appeal, made as it is through most

of the leading women's journals. This pearl button advertising stands a good chance of profiting from its being the only one of its kind in the magazines. Its loneliness will give it attention-attracting power. Therefore there is every reason to expect patronage from such women as buy buttons by the card and have them sewed on the various garments of the family.

But the "cutting-up" trade is a very great consumer of pearl buttons. How will the woman know that a garment manufacturer's product has or has not Chalmers buttons? As a matter of fact she won't know. But a survey of the development of other campaigns, for instance, of dress shields, lends support to the prediction that cutters-up and garment manufacturers will be quick to turn this advertising to account by spreading the news that their clothes are made with the quality button—Chalmers'.

GIVING A PUBLIC SERVICE CORPORATION PERSONALITY.

The attitude of public service corporations toward advertising was discussed before the Milwaukee Advertisers' Club, March 1, by Fenton P. Kelsey, advertising manager of the Milwaukee Gas Light Company.

"If a man is convinced that your company is on the square," he said, "if you have dissipated his prejudice, educated his ignorance, removed his misunderstanding or your deeds and your motives, he is going to take stock in your statement.

"For our purpose newspaper advertising reaches more people more cheaply than any other means.

"To-day we are giving our company personality, because the world has greater confidence in the man of known personality. We give our advertising all the character we can, because we know that it is taken as an index of the character of the service back of it. We believe that too much care cannot be expended in the written message, which goes forth as the exponent of this policy."

ADVERTISING TO DIVORCE.

Divorce, in Washington state, is discouraged by the law that prohibits any person from advertising in any way his or her services to help obtain or procure a divorce, either as a lawyer or otherwise, or offering to appear as an attorney or counsel in any suit, either in Washington or elsewhere.—*Saturday Evening Post.*



The day of newspaper advertising is just peeping into dawn.

Paul Cravath, the great corporation lawyer and counsel, is wise and farseeing. He is one of those who advise and urge capitalistic interests to take the public into their confidences, to come out into the open.

"The people" are safe, honest and considerate when they understand.

There is one way of reaching every thinking man and woman in this broad land at least once, frequently oftener, each day.

It is the newspaper.

We believe in newspaper advertising. We see the pronounced results of it every day. We talk it—talk newspapers and sell space in the score of great dailies we have the honor of serving as advertising representatives.

A big manufacturer told us the other day, after an interview of an hour, that we had helped him to solve one of the problems that had been making him uncomfortable for many months.

The "detail" of a newspaper advertising campaign is the bugaboo that has scared many an apple hungry advertiser out of the orchard into the rose garden.

And it's largely an imaginary bird at that. We can prove it.

We are at your service anytime, anywhere.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

DEVELOPING THE SALES POSSIBILITIES OF AN ARTICLE.

THE NUMEROUS SPECIAL CONDITIONS
TO BE CONSIDERED—GETTING DIS-
TRIBUTION — DEVELOPING THE
SALES ORGANIZATION — AMOUNT
TO SPEND FOR ADVERTISING—FROM
ADDRESS BEFORE ST. LOUIS AD-
MEN'S LEAGUE.

By Hamilton Gibson,

Manager, Cereal Dept., Ralston Purina
Mills, St. Louis; Formerly Adver-
tising Manager "Sanitol."

I.

In merchandising, it's the article that gives full dollar value that makes a permanent success. The article to be sold must be right, that is, it must be honest—honestly made, honestly advertised, honestly sold.

One manufacturer has a school-boy's shoe, another a toy; one a breakfast food, another a cool, delicious, refreshing drink; one a soda fountain; one a five cent cigar, another a heating plant for the home; one a safety-deposit vault, another an automobile; one a piano-player, another a box of sardines; and so on through countless thousands.

A shoe manufacturer has one problem of distribution to consider; a toymaker another; a breakfast food manufacturer another. How shall my goods be distributed? Shall I go direct to the consumer, or shall I deal exclusively through the wholesaler? Or shall I straddle, dealing direct with wholesaler, retailer and consumer? What trade channels are already open for me?

Distribution is determined by the class of article, and the class of consumer. The local sentiment and trade conditions where the article goes must be carefully studied. Most articles find the means of distribution already fixed, the method only may be changed.

The consumer for the soda fountain manufacturer is the druggist, baker, department store, the candy shop. He goes direct to his consumer by mail or through his salesmen. The shoe

house, on the other hand, has to merchandise his product through the retail shoe merchants. The whole country is his field on a schoolboy's shoe; and probably sixty per cent of the shoe sales by any shoe merchant are children's shoes. His field of distribution is enormous; can spread from local to territorial to national and to international fields; and after securing his local merchant through his salesmen his problem is to get the boys and their mothers calling for his shoe at that particular store, to produce volume of sales at every point where his goods are distributed.

THE GETTING OF DISTRIBUTION.

The food manufacturer has a universal field. Every one has to eat. His method of distribution has to be on broad generous lines, through the wholesale and retail trade. Although his possible consumers may be every living person, yet there come up problems that limit his trade. The article may not keep, freight rates may prevent him from operating outside of a certain territory, and he has to prepare a zone of profitable sales outside of which he sells at a loss. If his retail sale price is not fixed there is a limit of price beyond which his goods do not give the dollar-for-dollar value.

The wholesale merchant has built up his business by concentrating in himself a local clearing house for all kinds and classes of goods. He is easy of access to the retail merchant. The increase in human wants, and the increase of advertised articles, and the limits of room in any retail store are gradually compelling the retailer to buy in small quantities frequently, rather than to buy in large quantities and carry large stocks.

The manufacturer has to solve his problem of distribution. First, How can I get my goods to the consumer in the quickest and most economical manner, and, second, with the greatest profit to myself?

But the question of choice resolves itself on: "How much can I do with what I have to spend? Which are best fitted to my product? Which will gain for me the



A Wide Ribbon of White Paper Was Wound Three Times Around the World in 1910

By the Printing Presses of

The Seattle Daily and Sunday Times

and Fourteen Hundred Miles to Spare

12,220,556

pounds of white paper was consumed in 1910 in printing the regular and special editions of The Seattle Daily and Sunday

TIMES

Every pound of this great quantity was accounted for in the circulation figures of

Daily Average, 64,741. Sunday Average, 84,203. Daily and Sunday Average, 67,337

Over 98% of the first, over 95% of the second, and over 97% of the last, was a net paid distribution to readers, as proven by examination of Certified Public Accountants.

If run off an endless roll of paper $34\frac{1}{2}$ inches wide, this immense quantity would have gone three times around the globe from Seattle to Seattle, and have left a free end long enough to stretch from Seattle to Los Angeles.

The standard roll used by The Times is $34\frac{1}{2}$ inches wide. Also a double roll 69 inches wide and a medium roll 52 inches wide are used by The Times. For this calculation, all our white paper for 1910 has been reduced to the standard roll basis. Open a copy of The Times at the center and hold it up before you; it is $34\frac{1}{2}$ inches wide from your left hand to your right—nearly one yard. That is the width of this ribbon that would reach three times around the world.

No PREMIUMS, CIRCULATION CONTESTS or BARGAIN DAYS are used by THE TIMES to bolster circulation figures. It relies entirely on its MERITS AS A NEWSPAPER to get readers.

How Much of These Proceeds Do You Get?

The South last year raised one-third of the Nine Billion Dollar Farm crop. And the South has the proceeds to spend.

The South's cotton crop of 1910 was valued at One Billion Dollars. And the South has the proceeds to spend.

The rice crop totaled Sixteen Millions. And the South has the proceeds to spend.

The South raised almost Fifty Million Dollars' worth of sugar in 1910. And the South has the proceeds to spend.

Since 1880 the South has increased its bank resources from \$171,000,000 to more than ONE BILLION, THREE HUNDRED AND SEVENTY-ONE MILLION DOLLARS.

If you want Southern distribution, you will not want to miss the April Sixth issue of LESLIE'S WEEKLY—an All-Southern number.

**Over 300,000 copies
guaranteed.**

\$1.00 per line.

Forms close March 25!

Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN
Advertising Manager
225 Fifth Avenue
New York

CHARLES B. NICHOLS
Western Manager
Marquette Building
Chicago

most substantial return, always having in mind that I am building business for to-morrow as well as to-day?

The local area of activity requires local advertising, and provides a wealth of media from which to select. The national area of activity provides both local and national media with which to advertise; both reach the desired consumer, one a complement to the other. All media have limits of selling effect. The "Budweiser" signs on New York's Broadway have the strong local and less strong national value. The international area of activity merely transplants and extends the local and national methods that have been used to advantage.

THE COMPETITION TO BE MET.

In bidding for public favor the manufacturer has to take into consideration what other articles, similarly made, compete with his own. He has to figure how these different articles are marketed; learn his competitor's discounts; look into his trade relations and see how he has built up, or failed to build up, in order that he can take advantage of the existing conditions, and perhaps of the other's failures, when he puts his article out and makes his bid for a portion of the trade. But, on the other hand, neither must he be blinded by what his competitor has or has not done.

Competition is always good. No one article should command the entire field, unless through competition a better product and better business methods have by sheer pluck succeeded in dominating the situation. There is room in the field for all, and in spite of the pessimist for generations you can count on the market always growing greater, the field for business wider, the public to sell to always increasing; ever more intelligent and consistent buyers of the good things you have to offer them.

There is no competition between a good article and an inferior one. Difference in retail price and the larger discounts an inferior article may allow the trade, do not com-

pete at all with the higher price and lesser discount of the better article.

The manufacturer has to determine whether his article actually is better, one that will stand competitive test in the open market, where a penny in difference may mean, all things being equal, the loss of his sale, and the gain of the competitor's.

Competition, too, involves the attitude of the big buying public to his particular kind of article. Is it a fad now, to be changed to something else later on? Is there but a limited demand, or can the demand be made permanent? Have I an article that will stand the test of price, permanence of use and sureness of consumer favor? If you will note, the big, steady advertising manufacturers of the country have articles that meet these tests, and their prices to the consumer are the lowest of any. Advertising always shows a tendency to lower the cost to the consumer.

HOW MUCH TO SPEND ON ADVERTISING.

Every manufacturer knows his margin of profit. He knows how much it costs him to make the finished product.

He fixes a sales price to the wholesaler; another price to the retailer; another price to the consumer. The wholesale price must protect all the margins, profit and loss, and allow sufficient for advertising and selling expense to market his product. Many concerns take a certain percentage of the receipts for advertising, another percentage for selling. One article may allow a larger percentage than another. Competition may force larger discounts, consequently smaller profits for one over another.

As a business grows, the percentage of manufacturing cost, selling cost, advertising cost, overhead costs, office costs and sundry costs become more or less fixed, so that with the profit to be gained set, he can add to or subtract from his advertising expense as conditions demand.

(To be continued)

ADVERTISING FALLACIES

INTERMITTENT SHOPKEEPING AND INTERMITTENT ADVERTISING.

By Thomas Balmer.

❑ **The prime essence of successful salesmanship**—either verbal or written—is confidence.

❑ **Goods valued and sold** at their actual worth, assurance that such goods can be obtained at all times, prompt and courteous service; all go to build up that most successful factor.

❑ **It has been on these fundamentals** that every successful business man has built.

❑ **It has been on these** that every successful advertiser has laid the foundation of his prosperity.

❑ **What would happen** were John Wanamaker to close his store for several months in the summer!

❑ **Or for every month, or for a week now and then?**

❑ **He'd lose his business**, wouldn't he? His customers would lose confidence in him.

❑ **What would happen** were some of the big advertisers, whose names I can give you, who advertise the year around, to stop advertising during the summer months—or for every other month, or for a week now and then?

❑ **They'd lose their business**, wouldn't they? They'd shake the confidence of the regular purchasers of their goods; they'd give the competitors the opportunity they're looking for.

❑ **Base the spending capacity** of each family the Woman's World reaches, there are 2,000,000 of them all told, at only \$400.00 per year—the lowest possible estimate since many of these families spend \$10,000.00 a year and up, and during three summer months these people spend approximately \$200,000,000 on necessities, comforts and luxuries.

❑ **All told there were \$240,000,000** spent on automobiles in 1910—the entire year.

❑ **Don't cut the Woman's World** out during the summer months, unless you wish to present your share of this tremendous buying power to your competitor—unless you wish to lose our people's confidence.

❑ **Let me tell you more about the Woman's World.** I can give you some business-building facts that will be well worth inquiring for. Write me.

❑ **The May issue**, for which forms close March thirtieth, gets out between April 15th and 30th, and that is a good month to begin with. Whether you continue during the summer or not, it is the best month to begin, if you have not begun, to give us your orders for the summer advertising I am talking about.

THOMAS BALMER

Advertising Director Woman's World, Chicago
I. A. Lasher, Adv. Mgr., Kesner Bldg., Chicago.
A. J. Wells, Eastern Adv. Mgr., Fifth Ave. Bldg., N. Y.

"LOOKING ADVERTISING IN THE EYE."

INSTANCES SHOWING THE NECESSITY OF ANALYZING YOUR PROPOSITION—THE STORY OF THE MAN WHO TOOK A DOSE OF ADVERTISING AND DIDN'T NEED IT—THE COURAGE REQUIRED TO RESHAPE A WHOLE SELLING CAMPAIGN THAT HAS PROVED WRONG—ADDRESS BEFORE THE SPRINGFIELD, MASS., PUBLICITY CLUB.

By F. J. Ross,

Vice-President, Blackman-Ross Advertising Agency, New York.

If advertising is to develop to its possibilities, it is up to the advertising agent himself to study his service and make it better, and it is also up to the advertiser to encourage a better service from the agent.

Compared with the textile, steel or furniture businesses, or with law, medicine or engineering, advertising is a new business. The average business man knows less about it than any other problem that faces him. When Louis Brandeis told the railroads of America that he could show them how to save a million dollars a day, he brought to a head one of the most vital movements in the business world. Two experts on scientific management whose authority to speak is not only indorsed by the Government, but by many great industrial concerns, gave addresses at a dinner the other night. They agreed in the statement that the average business organization was working at a rate equal to fifty per cent of its efficiency, and that few reached seventy-five per cent. They also agreed in the statement that capital invested in business was being used, on the average, to a rate equal to thirty per cent of its efficiency. If these statements are true regarding established fields of business, it is not surprising that in advertising investment and advertising organization there is much room for improvement. Many men are engaged in trying to raise the efficiency of advertising, but they have a still harder task once they

discover improvements to convince advertisers to adopt the improvements. I want to give you four experiences that will throw some light on this subject:

First, the case of the man who decided to take a \$25,000 dose of advertising which he did not need at all. This man was the head of a large California corporation which wished to put a new food product on the market. It had the facilities for turning it out and the capital. As a product, it was to be a side line with this concern, and the product was to be different in character from the products which these people had already established. They felt that by spending about \$25,000 in magazine advertising, they would get a nice business going on this new product. The next step was to send for an advertising agent. They informed him that they were ready to spend that amount of money and had decided to place it in his hands. As the agent had come to them very well recommended, they concluded of course that he would give them good treatment.

It took the agent just one half-hour to show them that they would be much better off if they kept the \$25,000 in the bank. He found that this concern had no distribution on which to base a campaign; that their product was not being put out in a way to catch the popular taste; that while they had an organization that could fill orders, they had not a single individual who could get orders.

Second, the case of the man who looked for a cannon-ball effect from a bird-shot appropriation. It has always seemed unaccountable to me that a manufacturer who had been shrewd enough to make a fortune of a quarter of a million dollars, could be induced to spend \$10,000 a year for a period of four years without being able to trace a tangible result. It seemed that this manufacturer's point of view was that advertising is just advertising; that it did not matter how you did it, so long as you did it.



We desire to call the attention of the advertising agents, national and local advertisers, to the striking increase in circulation of the Boston Herald during the past three months. Its circulation is now 40 per cent greater than it was on November 1st.

This together with the facts that the 1,400,000 people within ten miles of the capitol at Boston have a purchasing capacity second only to that of Greater New York and the Herald is the leading home paper of quality circulation in this section, makes imperative its consideration by all who desire to sell goods in this section.

If the best Boston stores find that the Herald is the great quality medium for advertisers, the merchant or advertising agent must consider its claims.

We desire, therefore, an opportunity to lay before all who place advertising detailed facts as to the quality and quantity of its circulation.

Address The Publisher

BOSTON HERALD
BOSTON, MASS.

He therefore made up a list of periodicals and put his advertising in them. He gave little concern to what the copy was so long as it had his name and a picture of his product shown up big. He never thought out the relation between the distribution of his advertising and the distribution of his goods. The truth of the matter was he expected his business to grow rapidly all over the country because of his pinch of bird-shot fired in periodicals of tremendous circulation. It never occurred to him that the man or woman who might want to ask for his goods in Lincoln, Neb., would be unable to find a single dealer in that city carrying his goods.

The third case is that of the man who insisted upon advertising in the wrong market. He was a manufacturer owning an immense plant which produced a product making its broadest appeal to the masses. This manufacturer, however, was a man of culture and wealth and belonged to the classes. When it came to the question of making up his list of periodicals, he refused to allow his advertising advisors to draw up the list, but drew it up himself. The list of periodicals, perfectly good in their way, reflected his own taste—not the taste of nine-tenths of his future consumers. This manufacturer has never looked advertising squarely in the eye. He has never got beyond the point of believing that advertising was good and every concern ought to do some of it. Supposing he looked at salesmen in that way. If he didn't get more results from his salesmen than he did from advertising, he would either go out of business or find out why his salesmen were not producing.

The fourth is the case of the man who believed that advertising was a game of "Follow My Leader." This man was a large retail merchant in a large city. By good merchandising and sound integrity, he and his associates had built up an excellent business. Other concerns, however, had made inroads upon his business because of their aggres-

sive and original advertising. He advertised for some years, but never was satisfied with the results. Finally, he sent for an advertising man of whom he had heard good reports and said: "Can you handle my advertising? For years I have been trying to find the right man to do it for me. I want my advertising to be just as much like So-and-So's advertising (naming his largest competitor) as you can make it." This merchant had never—and I don't believe has to this day—looked advertising squarely in the eye.

Now let me give you the case of a man who looked advertising in the eye. I want to tell it because it is optimistic. This manufacturer had determined to create a business in a line of articles of broad consumption. Having more money than experience, the inevitable happened, and one day he came up short, finding that he had more experience than money. He had plunged into his manufacturing and he had plunged into his advertising. At the end of a year and a half he found that his total expenses were twenty-four times greater than his receipts. By that, I mean that it had cost him \$24 to produce and sell every dollar's worth of goods.

Finally he selected another advertising agency and said, "Go to work." The agency made a thorough investigation of the situation and finally came back to the manufacturer with this statement: "You have been trying to market your goods under an impossible name—a name that offers every obstacle that a name well could. You have been putting your goods in unattractive packages which did not help to sell the goods. You have spent the efforts of your salesmen and your advertising appropriation to market your goods by a method which can never promise success. If you wish to build a successful business you must change the name of your products, which will involve the destruction of your advertising literature, lithograph matter, and several hundred thousand samples, empty

cartons and packages. You must market your goods on a new policy which will cause practically all of your former efforts on the trade to be wasted, for you will go after a different trade in a totally different territory. You will have to surrender the immediate direction of your business, because if it is going to be successful, you must have a man under you to act as general manager who is familiar with the problem.

This was straight talk, but each statement was backed up with the necessary facts, and the manufacturer looked the situation in the eye. After thoroughly thinking it over he said: "I am ready to do these things, and to find the necessary money to start over again." The long and short of the story is that he did start over again, and at this minute is achieving as great a success as his first attempt was a failure.

Ervin H. Belding has been appointed New York advertising representative of *Etude*, the Philadelphia musical publication.

MANN AND NEWMYER TO ENTER BUSINESS ON THEIR OWN ACCOUNT.

William H. Mann has resigned his position as advertising manager of *Munsey's Magazine*.

Mr. Mann has been with the Munsey Company about ten years, and until three years ago was in the Western office. He is one of the best known advertising men in the country, and considered one of the most capable. It is under his management that the Munsey magazines worked out the big "trade aid" and merchandising plans, which included space in all the Munsey magazines, backed up by effective work on the dealers.

Mr. Mann intends remaining in the advertising business, and is perfecting an organization to start in business for himself along lines which, it is stated, have never been worked before.

Arthur G. Newmyer, for eleven years in charge of foreign advertising in the Munsey organization, has also resigned and will go into business with Mr. Mann.

Mr. Newmyer has never worked for anyone but Mr. Munsey. He was advertising manager of the *Washington Times* for seven years; of the *Boston Journal* one year, and latterly has been at the home office in New York.

As Mr. Newmyer leaves his department sixty-three per cent ahead since the time he started, it is needless to say that he leaves with the best of good will behind, and with considerable promise ahead.

STATEMENT OF ADVERTISING

CARRIED BY

TWIN CITY NEWSPAPERS IN FEBRUARY, 1911

THE JOURNAL every month refuses a large amount of undesirable advertising, and is the only paper in the Northwest that refuses to accept liquor advertising.

Minneapolis Journal, 2308 Columns

(22 inch basis)

Minneapolis Tribune, - -	2224	"
St. Paul Dispatch,* - - -	1324	"
Pioneer Press, - - - -	1175	"

*No Sunday Issue

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives
O'MARA & ORMSBEE

NEW YORK
Brunswick Building

CHICAGO
Tribune Building

The **Boston Post**

Chosen by a Consensus of Automobile Advertisers as
The Leading Automobile Medium
of New England

The Greatest Automobile Show ever held in New England closed Saturday, March 11.

There was sharp competition between the Boston Newspapers as to which would lead in Automobile Display Advertising in connection with the Show. Here is the result:

During the eight days of the Show, March 4 to March 11, 1911, inclusive, the number of lines of Automobile Display Advertising appearing in the leading Boston newspapers was as follows:

***The Boston Post* - 63,012**

The Boston Globe	60,239
The Boston Transcript	50,512
The Boston American	48,325
The Boston Herald	33,015
The Boston Journal	19,181

The Automobile Sales at the Boston Show broke all Boston Records. The Boston Post led in the advertising. A newspaper that can sell Automobiles appeals to people who have the money to buy any good article.

Boston Post

CIRCULATION

AVERAGE FOR FEBRUARY, 1911

BOSTON DAILY POST

328,849

BOSTON SUNDAY POST

300,098

A FEW POINTERS ABOUT THE BOSTON POST

- 1—In Daily Morning Circulation the BOSTON POST is surpassed only by the New York World.
 - 2—In Sunday Circulation the BOSTON SUNDAY POST is among the seven leading Sunday Newspapers of the United States.
 - 3—The BOSTON POST led all Boston Newspapers in Display Advertising in 1910 with 4,887,902 lines. The next paper had 92,557 lines less.
 - 4—The BOSTON POST led all Boston Newspapers in Agency Advertising in 1910 with 1,788,432 lines. The next paper had 151,000 lines less.
 - 5—The BOSTON POST in 1910 was second only to the Boston Transcript in Financial Advertising leading the next paper by 26,192 lines.
 - 6—Including the big new presses now being installed, The BOSTON POST owns the largest Newspaper Printing Plant in New England.
 - 7—The BOSTON POST'S rate per line per thousand circulation is the lowest in New England and the third lowest in the United States, according to the comparison recently made by the Illinois State Register, an independent unprejudiced authority.
-
-

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

COST OF ADVERTISING IN DAILY PAPERS.

EXAGGERATED IDEAS OF NEWSPAPER ADVERTISING COST OFTEN BASED UPON LACK OF INFORMATION—DAN A. CARROLL SUPPLIES DATA FOR A TYPICAL CAMPAIGN IN TWENTY-FIVE LEADING CITIES.

Back in the old days when George P. Rowell & Co. were leaders in the agency field, one of their most successful methods of solicitation was a book of "lists" or various combinations of different mediums, with price per line plainly quoted for each combination.

For example, list No. 16 would be "one paper in a state"—the leading paper according to the Rowell reckoning. List No. 21 would be the twenty-five "quality" dailies of the United States. List No. 27 would be the leading county-seat weeklies of New England. List No. 32 would be the twenty best want mediums for the use of advertisers seeking agents. List No. 33 would be a comprehensive plan for covering territory west of the Rockies. And so on. In each case the exact cost per line for the combination would be quoted.

Then there would be combinations for the expenditure of \$500, \$1,000, \$10,000, \$75,000 and all the way up to a sum guaranteed to make the advertiser as famous as Royal Baking Powder.

Some advertisers would make use of a particular list just as it stood while others would call for some variation adapted to meet their particular needs. The advantage of the plan was that it brought comparative costs clearly into the vision of the new and inexperienced advertiser.

Dan A. Carroll, the New York special agent, taking his four evening papers (Indianapolis *News*, Washington *Star*, Philadelphia *Bulletin*, Montreal *Star*) as a basis, has worked out a somewhat similar idea for the purpose of demonstrating that the use of dailies is not so expensive as is sometimes supposed. He se-

lected twenty-five cities and engaged the estimate man of a big agency to figure the cost of the leading evening paper in each city. Twenty-three of the cities are the principal jobbing centers north of Mason and Dixon's line and east of the Rocky Mountains. The other two are Toronto and Montreal.

It was found that the rate for these twenty-five leading evening papers on a 10,000-line contract is \$3.29 per agate line. On a 5,000-line contract it would be \$3.43. In regard to the cities selected Mr. Carroll gives the following information:

Cities	Per Cent.	
	Population 1910	Increase over 1900
Baltimore, Md.	558,485	9.7
Boston, Mass.	670,585	19.6
Buffalo, N. Y.	423,715	20.2
Chicago, Ill.	2,185,283	28.7
Cincinnati, O.	364,463	11.8
Cleveland, O.	560,663	46.9
Columbus, O.	181,548	44.6
Denver, Colo.	213,381	59.4
Detroit, Mich.	465,766	63.0
Grand Rapids, Mich.	112,571	28.6
Indianapolis, Ind.	233,650	38.1
Kansas City, Mo.	248,381	51.7
Louisville, Ky.	223,928	9.4
Milwaukee, Wis.	373,857	31.0
Minneapolis, Minn.	301,408	48.7
Omaha, Neb.	124,096	21.0
Philadelphia, Pa.	1,549,008	19.7
Pittsburg, Pa.	533,905	18.2
Providence, R. I.	224,326	27.8
St. Louis, Mo.	687,029	19.4
St. Paul, Minn.	214,744	31.7
Toledo, O.	168,597	27.8
Washington, D. C.	381,069	18.8
Montreal, Can.	500,000	
Toronto, Can.	385,000	

New York is omitted for the reason that "many manufacturers consider advertising and trade work in this locality on a different basis from any other section of the country." A 10,000-line order will permit of a schedule 100 lines twice a week, or 200 lines once a week for an entire year—a strong campaign; 5,000-line order, 50 lines twice a week, or 100 lines once a week for the same period—very effective. If larger copy is necessary advertisements can be run once or twice a week during the seasons when the retail buying is most responsive.

The aggregate circulation secured by this list of twenty-five representative dailies is given at "more than 2,600,000." In sup-

port and in explanation of the campaign thus outlined, Mr. Carroll says:

Many advertisers and general agents opine that a big city newspaper campaign on a national scale would involve so much money that the cost would not fit in with the average manufacturer's appropriation. If you will carefully examine newspaper conditions in the average large city, you will invariably find that the judicious selection of newspapers by concentration in one or two leading papers with good-sized copy and used continuously is a more effective plan than smaller copy used in all papers. In selecting a list in this manner you not only reduce the cost, but you also concentrate in the strongest papers. The wise advertiser, in taking up the magazine field, for instance, does not use all the magazines the first year, or the second year, for that matter. If it is good judgment and has proved most effective in the use of national mediums, why has not the similar principle applied with newspaper work?

One of the best arguments that a traveling salesman can use with the local dealers in large cities is to make guarantee that a certain amount of money will be spent in local newspaper advertising by the manufacturer. Newspaper advertising will not only help the salesman place goods with the dealers, but it also furnishes the means to move the goods off the dealers' shelves. Where the distribution is confined to a few dealers by running their names at bottom of copy the problem of lost sales is easily solved.

The newspaper proposition is in itself such a vast one, when you figure the number of dailies published, each with their own individual interests to serve, that newspaper advertising, when considered in the abstract, is not easy to comprehend along broad lines by the layman or manufacturer who has never used newspapers. The average manufacturer who seeks so-called general publicity only, often works along the line of least resistance in the management of his factory. Hence, it is not strange that the many details of newspaper advertising are passed along without proper consideration of the many possibilities offered for direct locality results.

During the past year a great many new advertisers are not only taking up newspapers, but more attention has been given to the preparation of the copy which goes into the newspaper. A little more attention given to preparing newspaper copy would bring more satisfactory results. You will find a great many advertisers who use general mediums, using practically the same style of copy, half-tones, etc., for their newspaper work. The newspaper audience is quick to see the advantages of an advertised product and is always on the alert for something new. The magazine audience is a thirty-day affair and you can take your time to propound the argument. Then, again, the beautiful half-tone effects which look so well in magazines cannot be reproduced effectively in newspapers. Line

drawings are much better. The best example of newspaper copy is the department store advertising, which is written in a homely vein that hits the nail on the head, and the effect is the response of the buyers who come the next day to buy goods which were advertised the day before. It would seem logical that the newspaper copy of the national advertiser written in a homely style with a view of getting closer to the buyer, following the idea of the retail merchants, will produce increased sales.

SOME HINTS ABOUT COVER PAPERS.

"There is a continuous and persistent demand, among those who advertise, for novelty. Novel colors and novel finishes in cover papers are especially demanded," said R. E. Milligan, of the Whittaker Paper Company, Cincinnati, before the Detroit Ad Craft Club recently. "To meet this everlasting cry for something new, the manufacturer of cover papers must keep continually on the jump or he will be 'out of the running' in no time.

"Here are a few points advertising men ought to remember in choosing cover papers: If the cover is to be embossed, select one that has a long fiber. This gives it strength to withstand the dies and will not break through.

"Figure to cut your sheets so that the grain runs the same as the fold. You may not be able to get quite as many pieces out of a sheet, but your covers will look better along the back and will last longer.

"As you all know, most of the high-grade covers are made in two weights, that is, thick and double-thick. The double-thick is made by pasting two sheets of the thick while the stock is still in the roll. It has to be re-wound and put through a series of steam-heated rollers, which dry it. These two weights give you the opportunity of having the flyleaf of a catalogue the same material as the cover, and is quite an attractive feature.

"A smudgy cover may cause one to look inside to see how rotten the balance is. That attitude toward your advertising matter is not desirable. Prejudice is hard to overcome. Anything that will court it should be carefully avoided.

"Good printing qualities in cover paper are essential, if that smudgy appearance is to be avoided. The paper must take ink and take it well.

"Cover paper should fold without breaking; otherwise the crease down the back of your book will look shaggy, if it doesn't actually break. If it is to be embossed, toughness should be added to its binding qualities.


"Permanent non-fading colors and tints will keep your booklet or catalogue fresh looking, even in its old age.


"Don't let your cover, like the little German band, attract attention by the crudity of its effects.

"The cover is the first and last to be seen. Its province is to protect the inside pages; also to excite enough interest to cause one to look inside."

“How the General Electric Company is Enlightening 18,000,000 People”

A Twenty-Page Pamphlet

 RELATES the progress of a national magazine campaign and tells how electric lighting companies can enlighten their own neighborhood on the advantages of using electric light.

 COMPLIMENTARY copy will be sent to any newspaper advertising manager interested in the local aspects of this national campaign.

General Electric Company

Advertising Department
Schenectady, New York

CHICAGO'S BIG CHAIN STORE DEVELOPMENT.

TWENTY-THREE GROCERIES IN CHICAGO BEGIN BUSINESS WITH ADVERTISING BROADSIDE—ADVERTISED BRANDS AMONG PRODUCTS CARRIED.

By D. F. Luther.

"Sharing selling economies with the consumer," is the keynote of the selling plan and advertising campaign just inaugurated in Chicago by the United Food Products Company. It is a most interesting development and points the way to some big tendencies of the times.

After taking six months for careful organization and establishment of twenty-three well-located city and suburban stores in various parts of Chicago, the company has just begun an aggressive newspaper campaign, confined to the *Tribune* at present, and is starting out in earnest to corral as large a portion of the Chicago grocery trade as possible. And it claims to have only begun; that new stores are to be added as fast as advisable.

This application of the chain-of-stores principle to groceries is not, of course, new; New York has its James Butler stores and several other combinations, and so have a number of other cities. Chicago's largest previous chain-of-groceries were Rosenheim's Market House Company, with thirteen stores, Freeman's with six on the north and west sides, and the United Groceries with five. But none of these combinations has thoroughly enough met the distribution problem to be able to use newspaper advertising effectively.

This the United Food Products Company is doing. Using as their headline "Bringing Down the High Cost of Living," they have proceeded to capitalize the national discussion of and interest in this vital subject. Starting Sunday with an unsigned double-column announcement that day by day the story would be told how "certain great economic forces

have been silently, systematically at work to counteract this growing handicap of the American people," a series of six single-column talks, also unsigned, followed on "Standardizing Distribution," "Buying Direct," "Selling Direct," "Buying in Quantity," and "Selling Economies." The gist of these talks was, by cutting out the middleman, buying groceries in huge quantities, by having all goods specially packaged, by training clerks to save—in short, by cutting out all waste and giving our customers all the benefit—of course we reduce your living expenses.



Bringing Down the High Cost of Living
Step No. 3—

Selling Direct.

Direct dealing has another great advantage which makes for economy and satisfaction all around, especially in the provision trade. It keeps the manufacturer in closer touch with the ultimate consumer.

By selling groceries, for example, direct to the retail dealer, the manufacturer grows into a better understanding of the consumer's personal tastes and preferences. He can thus cater directly to these preferences at no added cost to the dealer—with a consequently greater saving and satisfaction on the part of the customer.

The only really practicable way of bringing down the cost of living to its proper level is to eliminate all waste from the methods of handling and to share the resultant saving with the man who pays the grocery bill. This system is already effectively at work in Chicago.

(Continued on page 51.)



Bringing Down the High Cost of Living
Step No. 4—

Buying in Quantity.

The old hand-to-mouth methods of buying are more to blame for the high cost of living than the average housewife realizes. The grocer whose storekeeping methods are really up-to-the-minute would no more think of buying his stock by piecemeal than he would expect a customer to buy her eggs one at a time, making a separate trip for each.

By "keeping his stock evened up" from day to day, the modern retailer is able to buy direct from the factories in huge quantities—to command the very best the manufacturer has to offer him in quality, assortment and price, and to share this saving with his customers. This method also enables the dealer to buy his entire stock specially packaged, keeping it always clean, sanitary and easily handled without waste.

(Continued Friday.)

A SERIES PRECEDING FULL PAGE.

The second Sunday a full-page advertisement, well announced Saturday, let the cat out of the bag, telling the final chapter of the story. It claimed to be from "the first and only firm in the world that handles all goods in sealed packages and quantities suitable for family use—at a saving of twenty to forty cents on the dollar," presented a schedule

of prices on four hundred grocery articles, and gave the location of the stores in the chain.

While it is noticeable that the combination is pushing a number of private-brand goods in every line, it is equally noticeable that the promoters have wisely avoided the pitfall of omitting to offer established, advertised goods with which consumers are familiar, and which they are certain to call for. The combination also wins the patronage of users of nationally known products easily, instead of arousing their antagonism by trying to substitute private brands of yet unknown value to that consumer. Whether these advertised goods will be withdrawn after the stores become better established remains to be seen.

Dr. Price's and Royal baking powders; Dr. Price's flavoring extracts; Walter Baker's and Van Houten's cocoas and chocolates; Knox's, Jell-O and Bromangelon; Borden's, Carnation and Van Camp's condensed milks; Quaker Oats, Puffed Rice, Puffed Wheat, Ralston, Post Toasties, Postum, Grape Nuts, Maple Flakes, Kellogg's, Cream of Wheat, Pettijohn's, Shredded Wheat, Minute Tapioca; Hawaiian pineapple; Van Camp's beans; Burnham & Morrill's fish flakes and clam chowder; Campbell's soups, Oxo bouillon cubes, Liebig's extract; Beechnut bacon; American Family, Sunny Monday, Babbitt's and Fairy soaps; Sapollo, Bon Ami, Gold Dust, Old Dutch Cleanser, Babbitt's Cleanser, Pearlina, Lekko, Kitchen Klenzer; Kingsford's starch; Shaker salt; Beardsley's codfish; Dunham's cocoanut; MacLaren's cheese; None Such and Veribest mince meat; Wiggle Stick and Colman's bluing; Hire's root beer; Twenty Mule Team borax; Ammo; E. Z. stove polish; Royal silver polish; Parawax; Cordova candles.

A novel feature of the United plan is that they take full advantage of all their advertising's results, by encouraging mail orders; one of their "loop" stores handles all of them, packing and delivering orders of five dollars or more to the nearest freight station.

Monday's response to the Sunday full page was all that could be desired; all of the twenty-three stores did a rushing business.

It is planned to use large space each Sunday, with lesser space each week as required.



The way the people of the city of New Orleans are endorsing the NEW ORLEANS ITEM is a source of much gratification to its publisher.

Through constant growth of its circulation, they are expressing, in the most positive manner, their appreciation of his tireless efforts to give them, first of all, a clean, newsy, complete newspaper. But more than this, they are endorsing, complimenting and encouraging him in his fearless attitude on public questions.

THE NEW ORLEANS ITEM is the newspaper of the progressive element of this thoroughly alive gateway to the Gulf—this great seaport of the South.

The net paid circulation, now far in excess of 30,000 copies and growing every day. Circulation entirely within New Orleans and the buying radius, affording the general advertiser an opportunity, through the use of it, to do one of two things, or both—*conduct a thorough New Orleans publicity campaign at half the expense necessary by any other means, or buy twice the service and effectiveness with the same money that we would have to spend elsewhere.*


In every thorough or complete New Orleans publicity campaign, THE NEW ORLEANS ITEM heads the list.

Ask us to tell you all about it in a personal interview.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



Strathmore Parchment

is the stationery for the Business
which scorns "good enough" and insists
on doing having and giving the best.
It costs more than other good paper
but is worth all it costs. 

The Strathmore Parchment Test Book

suggests business stationery impressive of the
finest intent. Ask your Printer for it or write us.

The "Strathmore Quality" Mills
Mittineague Paper Company
Mittineague, Mass., U. S. A.



your friend Mr. Skinner asked me to drop in and find out just how you file your papers—for instance, all those related to one case."

He showed me his mussy document files and I told him of Skinner's new system just installed; how it kept related papers all together in one folder—flat, smooth and clean; how these folders were indexed by two cards under "Plaintiff" and "Defendant." After I had gone that far he was interested. Of course he was. I was talking about his own affairs. Every man is interested in his business. Then I showed him Skinner's outfit—and got his order.

Such selling tactics were new to me then. I had always talked cabinets, cards, supplies, right off the bat; and here I got a fine order by talking for the most part about the customer's own affairs. My line was really subordinated during the entire conversation. But when it was mentioned, it was mentioned practically as a climax and to get the order. This transaction opened my eyes. I thought about it a good deal. I tried the same scheme on many other lawyers. I met one of them on the street in that branch city the other day, and the first thing he spoke of was "that dandy filing outfit you sold me four years ago."

Since that day I have found many "Y and E" salesmen handling their prospects in just the same way. They do not harp on "Y and E" but they discuss with the prospect his own business and its needs along record-keeping lines. A man will talk about his business and his interests when he hasn't time to talk about yours.

Now it is a fact that most arguments, and plans of arguments, which are good in personal salesmanship are good in advertising. Therefore, in our search for a plan for our 1911 campaign the above experiences came up. Why not adopt these sound selling tactics in our advertising? The plan has made good in the experience of many of us who have sold the line personally. It has enabled us

to sell thousands of dollars' worth of goods to hundreds of people. Why won't it aid us now in selling tens of thousands of dollars' worth of goods to thousands of people?

Briefly, that's how we arrived at the cardinal thought in our 1911 campaign. We have culled the best selling methods and arguments, intensified them, made them readable, designed strong illustrations—and there you are.

The George Batten Company is co-operating with us in planning and developing the campaign.

MAKING A HOUSE ORGAN OF ITS HOTEL MENU.

PHILADELPHIA, Feb. 22, 1911.

Editor of PRINTERS' INK:

We have a little hotel in Philadelphia, called the "Little Hotel Wilmot," which has attached to it a restaurant where some 1,500 men lunch daily. A large number of these are strangers who have not been aware that it is a part of the hotel. One of the first things to be read on the bill of fare is a department under the head of "Foot Notes." Here two or three times a week we talk about the hotel, and succeed in getting from it quite a large number of customers, besides quite a few Philadelphians.

One of the "Foot Note" items to-day was this:

"The arrival book of The Little Hotel Wilmot," shows that many Southerners stop with us. They like hospitality and comfort at home, and always seek it when traveling.

To-morrow the following will appear:

"Run in and spend the night at The Little Hotel Wilmot, Mr. Commuter, if you miss that last train. Then we will have another advertiser."

We ring the changes on this, continually calling attention to this thing or the other. It could be taken up by other hotels with quite some profit to themselves.

RYERSON W. JENNINGS.

TO ADVERTISE STATES AND CITIES.

In response to an invitation issued by Governor Mann a conference was held in Richmond February 15th to discuss plans for advertising the resources and advantages of Virginia, with a view to attracting immigration and the investment of capital in the Old Dominion. The conference was attended by representatives of chambers of commerce and similar organizations in many of the leading cities of the state.

Foreign-Speaking Americans Eat Better Food and Wear Better Clothes than Native Americans enjoying the Same Incomes

There are Fourteen Million of them.

They earn the same wages as anybody
else doing the same work.

In the factories east of the Mississippi and
north of Mason and Dixon's line they earn
One Billion Five Hundred Million Dollars
every year.

They buy flour, meats, canned goods, su-
gar—suits, overcoats, hats, shoes, underwear,
collars and cuffs—furniture, stoves, cutlery,
tools, hardware, watches and jewelry.

Yet the American manufacturer judges
them all by the laborer in the trenches, and
says that "the foreigner's standard of living
is low."

It will pay you, as a manufacturer, to
learn how high it really is. Address—

LOUIS N. HAMMERLING

President

American Association of Foreign-Language Newspapers

703-5 World Building, New York

(The American Association is an alliance of 430 foreign-language news-
papers printed and circulated in the United States and Canada, which offers
all the facilities of an up-to-date advertising agency for the foreign-language
field.)

Get Next To This—

During the last twelve years I have been associated with five big corporations in Chicago and the East as manager of advertising or sales. In two campaigns both departments have been under my direction.

In a million dollar advertising campaign on a well-known food product the preparation of copy was entirely in my hands. In another connection—with an Eighty Million Dollar concern I directed the sales and advertising of the most important department for three years.

My connection with one of Chicago's large mail order houses gave me valuable training in general merchandise advertising. Then a pecuniary interest in another concern turned me to the specialty field.

Four of my employers are closely associated. I have been with the same crowd about nine years. I have been transferred from one important position to another because I have made good in a large way.

My present position was created 21 months ago. Starting without an account, our sales have reached the total of \$1,500,000, on an advertising expenditure of less than 6%. All advertising, sales organization and management has been under my direction.

A change of management has resulted in restrictions exceedingly irksome. My position is permanent, but in justice to myself I must seek another connection.

I am 36 years old, well balanced, healthy and aggressive—fitted by training and experience to carry any advertising or selling campaign to a successful conclusion.

If you want me—at a salary commensurate with my experience and ability—address

"BRANTLEY," Care Printers' Ink.

HISTORICAL ADVERTISING EXHIBIT.

An illustrated lecture on "Advertising—Past and Present," the first of its kind given in Philadelphia, was delivered March 2 before the Poor Richard Club, by Justin McCarthy, advertising manager of Abraham & Straus, Brooklyn, and secretary of the Sphinx Club.

Mr. McCarthy has collected freak and unique advertisements which appeared in the American newspapers as far back as a hundred years ago. Among his collection of lantern slides he has one showing a copy of Benjamin Franklin's first newspaper, *The New England Courant*, published in Boston in 1726. On the first page of this paper is a small ad, not more than an inch deep, and this constituted the total of Franklin's business for some time.

One of the slides was a full page advertisement which appeared in a Seattle newspaper three years ago. It announced in bold letters, "Great Scandal Sale," and described in detail the troubles of the firm.

MANUFACTURING GREATEST CAUSE OF CITY'S GROWTH.

Edgar C. Misner recently wrote the mayors of fifty cities, ranging from New York, with its increase of 38.7 per cent in ten years, to Oklahoma City with its gain of 539.7 per cent, asking what influenced their growth.

"Two-thirds of the replies," says Mr. Misner, "point straight to what is the dominating element in this growth—the establishment of manufacturing industries or the expansion of those which have been in operation for a number of years."

NEW ADVERTISING CONCERNS.

The Trade Makers have been incorporated in Chicago with \$2,500 capital for the purpose of advertising, by Frederick Ward, C. E. Becker, G. W. Ford.

The D. C. Bowling Company, of Chicago, has been incorporated with \$6,000 to do an advertising business, by Francis H. McKeever, Harry A. Curtis, Francis O'Shaughnessy.

The Home News Publishing Company, of Brooklyn, N. Y., has been incorporated with \$25,000 capital by Ernest G. Gardner, M. J. Gardner, Edward P. Sullivan and Frank Funk, of Brooklyn, and Cornelius Thomsen, of Maspeth, N. Y.

The Classified Advertising Company, Chicago, just incorporated, has a capital of \$25,000, and these directors: Francis W. Gentleman, Franz C. Jordan, Charles L. Cole. It will do a general advertising agency business.

Raymond W. Walker, advertising manager for A. Shuman & Co., of Boston, died at the Bay State Hospital February 11, of tetanus, following an operation for appendicitis.

REQUIESCAT IN PACE.

GEO. P. IDE & Co.
Manufacturers of Shirts, Collars and Cuffs.

TROY, N. Y., Feb. 23, 1911.
Editor of PRINTERS' INK:

It's about time to nail another of those misfit definitions so often given of "Advertising."

For the 'steenthousandth time, I have read that this or that piece of advertising literature issued in the interest of an advertiser is "our silent salesman."

Besides those who have passed beyond the turmoil and strife of this busy world, there can be but one other conception of "our silent salesman," and he deserves our sympathy for his affliction, so aptly expressed in these words:

"So benumbed in his wits is my booby, that he
Is as deaf and as blind as a buzzard can be;
Yea, he knows not, the oaf, who himself is, of what,
Or whether in fact he exists or does not."

Cannot they, the advertisers' employing this erroneous description of a "live" subject, perceive that they heap ignominy upon the entire advertising fraternity—for do they not say, whether intentionally or otherwise, that we're a lot of "dead" ones.

Is not this their hypothesis when they call "live wire" literature—and believe me much of the advertising referred to contains lots of it—"Our Silent Salesman"?

If a "silent salesman" is, as proved, a "dead one," then who but a "dead one" can be responsible for a "silent salesman" in advertising literature?

Perish the thought and also perish that misnomer forever!

Advertising, not near-advertising, is the "electric spark" that takes "dead" space and vitalizes it—makes it so much alive that it instantly talks right at those you aim to reach, and it not alone talks right out from the pages, but, like the "live" salesman, the secret of its power is its ability to convince and convert.

Just this one thought in conclusion: Logic is the art of convincing. Advertising is nothing more nor less than written logic; and Simplicity is its inherent attribute.

Yours for Vitalized Advertising,
FREDERICK DROWTH,
Advertising Manager.

ADVERTISING AGENCIES MERGE INTO MOSS-CHASE COMPANY.

The Moss-Chase Company, advertising service, is the name by which the J. C. Moss' Advertising Agency, of Buffalo, and the Newman-Chase Company, of Syracuse, will hereafter be known, the two agencies having combined their interests. Offices will be maintained in Buffalo, at 110 Franklin street, and Post-Standard building, Syracuse.

SUMMARY OF FEBRUARY 1910-1911 NEW YORK NEWSPAPER ADVERTISING

DAILY.

PAPER.	TOTAL SPACE.		REAL ESTATE.		WANTED.		DRY GOODS.		AUTOMOBILES.		PROP. MED.	
	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.
Herald	720,846	756,572	134,040	175,214	148,862	159,554	161,980	110,935	19,922	30,966	5,560	6,684
World	842,369	881,276	57,323	102,092	232,358	262,270	258,061	210,970	3,696	6,212	23,535	24,724
Tribune	222,067	250,112	13,160	19,414	12,268	29,955	65,081	57,188	4,087	2,923	1,860	720
Times	556,783	531,093	54,341	62,734	17,138	20,621	171,008	130,754	22,740	23,598	1,570	470
Sun	280,185	287,104	11,006	15,271	2,560	1,232	76,105	77,567	19,530	17,106	3,979	2,364
American	635,191	651,457	49,569	75,728	92,908	112,858	239,018	206,658	5,184	6,540	27,583	21,862
Press	150,995	180,560	15,936	20,502	856	1,646	29,130	37,817	1,698	3,678	12,100	15,760
Evening Post.....	246,508	253,352	11,095	12,652	417	458	76,172	72,867	5,281	8,906	275	20
Mail	306,416	313,601	11,822	17,317	110	52	158,965	141,664	15,876	16,692	2,215	2,215
Globe	257,019	268,697	9,520	21,226	94	28	111,497	122,742	6,620	8,882	9,219	6,019
Evening Sun	210,706	204,492	1,716	2,302	228	68	95,598	72,960	1,844	5,399	6,674	5,399
Evening World.....	393,465	391,633	1,789	370	216	22	293,530	275,175	630	29,180	18,832
Telegram	423,033	408,038	46,568	50,228	7,280	12,344	111,434	93,979	114	480	7,144	5,354
Evening Journal..	380,164	420,328	1,019	296	160	40	258,922	286,159	94	38,033	30,043
Brooklyn Eagle..	679,373	748,131	63,952	106,282	45,102	45,594	211,637	236,448	52,078	22,152	6,720	5,712

SUNDAY ISSUES.

PAPER.	TOTAL SPACE.		REAL ESTATE.		WANTED.		DRY GOODS.		AUTOMOBILES.		PROP. MED.	
	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.	1911.	1910.
Herald	400,457	400,457	85,844	113,650	66,294	67,690	118,290	79,405	13,558	21,500	4,170	4,660
World	389,620	368,262	34,388	38,458	65,094	75,866	181,920	148,430	3,194	1,610	17,775	15,580
Tribune	71,692	71,800	6,570	8,209	4,142	7,523	29,468	29,775	2,930	1,134	240	410
Times	170,179	134,211	23,004	25,916	5,366	6,784	75,065	51,010	7,820	7,694	270	40
Sun	88,819	89,105	3,864	5,678	1,092	696	44,095	44,375	9,796	7,194	1,160	800
American	313,060	320,452	18,883	27,402	23,108	28,724	177,570	161,645	3,354	5,060	19,724	15,050
Press	36,721	38,775	6,468	9,036	408	600	13,790	11,885	354	1,860	1,319	1,424
Eagle	243,286	260,934	32,540	45,724	17,110	16,294	100,097	115,376	34,968	13,610	2,190	884

—Compiled by the New York Post.

St. Louis Strong in German Influence

You probably already know that the census returns have confirmed what we already believed—that the German-reading and German-speaking population of St. Louis and surrounding towns is very large.

It is not necessary to add that this population is, as a rule, of a sturdy, thrifty character. Moreover, it is responsive to advertising through St. Louis' three leading German newspapers

The Westliche Post

(Printed mornings, 6 days a week, city and country editions)

The Mississippi Blätter

(Printed Sundays—Sunday edition Westliche Post)

Abend Anzeiger

(Printed evenings, 6 days a week, city and country editions)

For many years the German-Americans of St. Louis, which is the fourth largest city in the United States, as well as those living in nearby towns of Belleville, St. Charles, Hermann, Augusta, Washington, Union, Wentzville, Pacific, Warrenton and Marthasville, have been best reached through advertising in the German papers above mentioned. And no thinking advertiser will fail to include them when campaigning in this field.

The German American Press Ass'n. PUBLISHERS

EDWARD L. PREETORIUS, Pres. & Gen. Manager.

Foreign Advertising Representatives:

BENJAMIN & KENTNOR COMPANY

Brunswick Bldg., New York.

Peoples Gas Bldg., Chicago.

Buckeye Covers

Price may be "no object" with you; but neither should it be, of itself, an objection.

Buckeye Cover is used oftener because of its effectiveness than because of its economy.

For the man who wants the best obtainable results regardless of cost, as well as for the man who is looking for an opportunity to save money on his printed matter without advertising that fact, it is the one best bet in coverdom.

Conclusive "proofs" will be sent you if you will write us on your business letterhead.



The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

THE WASTE OF CONFLICTING COUPONS.

UNITED DRUG CO.
BOSTON, March 3, 1911.

Editor of PRINTERS' INK:

With all the advertiser's insistence upon good position in the placing of copy, one phase of this subject seems to have been curiously neglected and passed over by eyes usually peeled for the main chance.

Here, for instance, in the March issue of *Good Housekeeping*, is an ad, page sixty-nine, for R. H. Caldwell's Coffee. Typographically it is attractive, and when the prospect has read the last word of its convincing argument he is in just the right receptive mood; he wants to know more about the goods. To enable him to get the desired information the lower right-hand corner of this ad—which, remember, is on a right-hand page—bears an order coupon, but, in the lower left-hand corner of the following page, number seventy, appears another order coupon forming part of the Wayne Paper Company's advertising on Cedar Paper Wardrobes.

Only one of these two coupons can be used. That is obvious. And were the goods advertised widely dissimilar in character, it might be argued that there was no waste involved in the fact that one coupon backs another. If, for instance, one of the ads referred to cigars and the other to ostrich plumes it is probable that only one coupon would appeal to a particular reader.

But, as a matter of fact, both of these ads have to do with articles for use in the home, and the housewife to whom one coupon appeals might equally well find interest in the other. She must then make her choice, clipping and mailing the coupon in which she feels the keenest interest, although if they had been so placed as not to conflict she would probably have purchased goods from both houses. One of those coupons is lost so far as that customer is concerned.

Other examples may be found in practically every issue of the magazines. To point to only one more instance, the March issue of *Outing* carries on page thirteen an ad for the Review of Reviews Company on war photographs, the lower right-hand corner bearing a coupon. The following page, number fourteen, bears in its lower left-hand corner an ad for "The 1911 Angler's Guide," published by the Field and Stream Company. There is nothing antagonistic in the subjects covered by these two ads, and since a man interested in war photographs might also be a follower of the "gentle art," it is surely poor policy to allow the coupons to conflict.

It seems, then, that until the advertiser includes in the position clause of his contracts the stipulation that no coupon shall be allowed to fall where it may conflict with the coupon contained in his own ad, he cannot make the proud boast that he gets every dollar's worth he pays for.

An advertiser will occasionally re-

serve a card on the page which backs his copy, so that his coupon may be clipped without injuring the text. This excellent plan appeals to those readers who like to keep their magazine intact, in order to bind each volume, yet while a reserve card would solve, also, the problem of conflicting coupons, it seems never to have been used in that way.

WALTER JONES WILLSON,
Editor *Rexall Ad-Vantages*.

WHO IS THE AGENT?

NEW YORK, March 9, 1911.
Editor of PRINTERS' INK:

What is your opinion of an advertising agent receiving business from Europe, and placing it only in newspapers which allow him more than the regular commission allowed on agency business?

A large agency in the United States recently secured some business from Europe, and wrote a letter to the publishers of daily newspapers, claiming that the cost of getting business from abroad was so great that newspapers should grant an extra commission on such business.

The publications which refused to treat this agent any differently from any other good agency, in the matter of size of commission, didn't get the business.

Are such methods accountable for the great mortality among advertising accounts? Can't something be done to encourage advertising agents to work for their clients' interests above all other considerations? And can't something be done to properly classify those who work but for to-day's results?

WILLIS P. OGDEN.

L. H. CRALL, FIRST SPECIAL REPRESENTATIVE, DEAD.

Leander H. Crall, who for more than thirty years was a special representative of the Cincinnati *Times-Star* and other newspapers in the Eastern advertising field, died at Camden, S. C., March 6, while on his winter vacation. The immediate cause of death was heart disease. He was seventy-five years old.

Mr. Crall may be said to have originated the special representative system which is now universally in vogue. It dates from 1873, when he came east from Chicago, where he had been a director in the *Inter-Ocean*, to New York as the *Inter-Ocean's* representative. Subsequently he added other newspapers to his list and built up a large business which was incorporated recently under his name. Early in life he was in the United States Treasury Department, but after the War assisted in the organization of the Cincinnati *Daily Chronicle*, leaving that paper to go to the Chicago *Inter-Ocean*.

James G. Doyle, former editor of the La Salle, Ill., *Post*, is now employed in the advertising department of the Atchison, Topeka & Santa Fe Railroad, his territory extending from Chicago to the Pacific Coast.

MEMPHIS

The News Scimitar

GAINED 35% IN ADVERTISING IN 1910 OVER THE SAME PERIOD IN 1909. It has no Sunday edition.

It is the only Associated Press afternoon paper in Memphis, the leading city of the central Mississippi Valley; in the 700 miles between St. Louis and New Orleans.

Its progress has not been at the expense of the people's strong confidence in it; it being the only Memphis paper that editorially supported, vigorously, the present governor of the state, the present mayor of the city and the present county delegation to the legislature.

It first urged and supported the commission form of government with the referendum and recall, and Memphis was one of the pioneer cities adopting this widespread reform in municipal government.

There is a significant growth in the sentiment inquiring into the quality as well as the quantity of circulation.

THE VALUE of advertising space in a newspaper depends on the quantity and quality of its circulation, which depends on the quantity and quality of the paper's service to the people.

Foreign advertising in charge of

PAUL BLOCK INC.
CHICAGO NEW YORK BOSTON

RINGING THE CHANGES IN DEPARTMENT-STORE COPY.

THE HENRY SIEGEL STORE OF BOSTON IMPRESSES ITS BUYERS TO WRITE SPECIAL SALES COPY—PRIZES FOR BEST DRAWING ADS—MR. SIEGEL'S REASONS FOR PLAN.

By A. Rowden King.

The Henry Siegel Co. store in Boston recently concluded a sale which was a great novelty, inasmuch as the advertisements which announced its many offerings were written, not by those in the advertising department, but rather by the buyers of the many departments, men and women who profess no special knowledge of advertising at all. And, what is more remarkable, these tyros at advertising scored a success, realizing results which the Siegel advertising department confesses it probably could not have accomplished.

The announcement at the top of the big, double-page ad which the store ran in the Sunday papers of January 15 explained the "Buyers' Contest Sale," as it was called. It read in part:

"Our buyers have written their own advertisements to-day and the whole store is turned over to them for one entire week to run it their own way. Mr. Siegel offers cash prizes to the first, second and third departments making the largest percentage of increase."

This explanation was signed in facsimile by E. H. Pershing, advertising manager. Each buyer was given his fling in the Siegel advertisement in one paper or another—all could not be given a hearing in any one. Each was allotted a section to do what he or she pleased with. In the upper left corner of each section the re-

sponsible buyer's picture was run and in the lower half, in a ruled box, his or her facsimile signature.

Four prizes were offered, ranging from \$50 down. The winning buyers, who, by the way, reached a high score, did not pocket their prize money but expended it in a little treat, a dinner or something of the sort, for his or her departmental aids and salespeople, thus radiating enthusiasm for the selling establishment among the rank and file.

"From an advertising man's standpoint," says Mr. Pershing, in discussing the sale, "our 'Buyers' Contest' was extremely interesting. To my mind, one great trouble with big department store advertising is that the announcements are dull and have too much sameness. They are either all written by the advertising manager and in his style or in part by his assistants, who feel duty-bound to copy his style to remain in his good graces, which amounts to the same thing. On the other

hand the various announcements which were printed as regards this sale were written each by a different man or woman. It was entertaining to

study the results. Some of them wrote seriously, as if the whole responsibility of the store rested on their shoulders; some thought they ought to be facetious and succeeded more or less indifferently. Some wrote in the third person, but most wrote in the first, which added to the human interest qualities. There were as many different styles as departments.

"This all added to the readability of the ads. Each section had its new angle, its new view-point, its new individuality behind it. Having read one section, the temptation was much greater than usual to read another and another.

BUYERS' CONTEST

Our buyers have written their own advertisements today and the whole store is turned over to them for one entire week to run it their own way. Mr. Siegel offers cash prizes to the first, second and third departments making the largest percentage of increase. Buyers do not have to make a profit. Mr. Siegel stands the loss, consequently you will find all ideas of merchandise at one and low this week while the contest is on. The lower prices are all the better the buyer's chance of winning a prize, and every buyer has declared his or her determination to win. "Read what they have to say and remember these bargains are complete of what you will find here every day this week."

Every Dept. in the Store Offers Exceptional Values in the Buyers' Sale

E. H. Pershing
advertising manager

A NEW DEPARTMENT STORE COPY STUNT.

Then, too, we all love a fair contest. The world loves a lover; it certainly is interested in whoever strives toward a worthy goal in the face of competition. Again with 'Pre-Inventory,' 'After-Inventory,' 'Manufacturers,' 'Mill-End' and a dozen more convenient lines to which to tie up mid-winter sales worn to a frazzle with over-use, a 'Buyers' Contest Sale' had merits because of its originality, even if this was our fourth."

The first such sale at the Siegel store in Boston came the Monday following Christmas, 1907, and was not nearly the success it might have been had a more propitious date been selected for it. The second, which was better-timed, in early 1909, tallied a forty per cent increase over the sales of the corresponding week of the year previous. The third, dated February 4, 1910, showed a similar increase and this year's results were similar.

The "Buyers' Contest Sale" is Mr. Siegel's own idea. It originated in his Chicago store some years ago. Business had then been dull past all understanding, extending over an incredible length of time. One day Mr. Siegel called his buyers there together, explained the situation which they very well knew themselves, and finally concluded by informing them that he meant to put them on their mettle, in trusting to them to solve the problem which meant so much to them all. The result was the launching of the first "Buyers' Contest Sale."

William H. Campbell, president of the Rochester Ad Club, and advertising manager of the Duffy-McInerney Company in that city, has been elected secretary of that company. Mr. Campbell began his advertising career in the John Wanamaker store in New York. Later on he went to the Brooklyn Eagle. Subsequently he was advertising manager for B. Altman & Co., Adams Dry Goods Company and Simpson-Crawford Company. He has been with the Duffy-McInerney Company since 1907.

Payne & Young, New York and Chicago, have been appointed the representatives in the foreign field, of Norman E. Mack's *National Monthly*. A special man will be added to the staff to look after the interests of the monthly.

KEITH'S COVER PAPERS

HOW KEITH'S PAPERS WILL HELP YOU TO SECURE TRADE

Q The automobile trade, banks, many financial houses, manufacturers and leading department stores have found that KEITH'S ART COVERS and VELLUM ANNOUNCEMENTS are peculiarly adapted for the most effective advertising work. Keith's Papers will make a favorable impression for desirable goods and thus help to sell the goods.

Q Any advertising agent who has anything to do with fine printing will find our sample boxes most desirable.

Q Let us send you, without charge, samples, and also a copy of the SPECIMEN BOOK, a journal devoted to the showing of samples of good papers in practical use.

Q Please mail us samples of work done on our paper.

Q Ask your printer to show you samples of KEITH'S PAPERS, such as KEITH'S ART COVERS, ONYX COVERS, VELLUM COVERS, LINEN, HAND-MADE and REPOUSSE COVERS, or address Department 2.

KEITH PAPER COMPANY

7 WATER STREET
TURNERS FALLS
MASSACHUSETTS

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, March 16, 1911.

Wall Street Antagonism to Advertising

Within a year, PRINTERS' INK has chronicled various evidences of such a sentiment and they continue to multiply. For example, the National Biscuit Company is one of the most intelligently managed and successful of the great advertising corporations. President Green has just issued his report for the fiscal year ending January 31. It is a report to be proud of. Gross sales and earnings both show new high records. Yet this is the comment of the leading organ of Wall Street: "High operating ratio is the worst feature of the company's annual reports and is the result of high salaries, large royalties and heavy advertising expenses." This is the typical Wall Street attitude: Advertising is an expense—therefore, cut it down!

What are the facts about the National Biscuit business? Here they are in the terms that Wall Street best understands:

	Gross Sales	Net Profits	Earned on Common	
			Amount	P. C.
1911....	\$45,340,221	\$4,619,460	\$2,883,145	9.86
1910....	42,720,543	3,978,576	2,242,261	7.67
1909....	39,830,826	3,896,609	2,160,295	7.38
1908....	41,802,224	4,101,415	2,365,100	8.08
1907....	40,722,030	3,954,507	2,218,192	7.58
906....	39,702,566	3,822,338	2,086,023	7.12

As recently as 1899 National Biscuit common stock sold as low as 31. To-day it is quoted around 125. In 1899 the dividend on common was one per cent. In view of the steady betterment of the business it has been gradually increased and now the directors of the company have placed it on a seven per cent basis. Responding to this betterment, the stock exchange quotations have advanced twenty per cent within a very few months. During the same period some of the strongest railroad stocks (such as Pennsylvania, for instance) have gained nothing. The National Biscuit's twenty per cent gain is equivalent to a \$6,000,000 gain on the total issue of its common stock. That is to say, Wall Street's estimation of the value of the company has advanced this enormous amount within a very few months. Not only has it largely increased its present earnings, but its *future* earning power, its *good will*, its *intrinsic value* has largely increased.

The figures given out by President Green show that something just as valuable has been added to the company's assets as though it were put in bricks and mortar, machinery and real estate. That added something is due in part—in large part—to intelligent advertising.

Compare National Biscuit's record with that of any non-advertising corporation. Take the Central Leather Company which is in National Biscuit's class so far as capitalization is concerned. In 1909 it showed earnings of \$2,503,095 after its preferred stock dividend had been paid. This year it failed to earn its preferred stock dividend by \$836,427! "The

worst feature" of this showing is not "heavy advertising expense."

Before Wall Street does any more criticising of corporations because they advertise, it would do well to analyze the successes that advertising has to its credit, and the relation that advertising bears to modern merchandising. The National Biscuit Company, the securities of which are listed on the stock exchange, would make a good starting point.

Is Advertising a Disgrace?

From the tone of President Taft's talk to publishers, and the comments of some legislators, it was a dastardly trick and an underhanded operation to *advertise* the publishers' case to the public. It was quite enough to take the breath away from stand-patters, this brazen flaunting of things which by all ancient political precedent should have been discussed only in lobbies and star-chamber rooms. Ex-Governor Hughes did not astonish the political henchmen more when he abolished the secluded inner executive chamber at Albany and did business only in a big open room than the publishers astonished political Washington by taking display space to present their cause.

The queer conception these folks had about the legitimacy of an advertising appropriation by the publishers was shown in the irate manner they regarded this appropriation. To them it looked only like a "slush fund" and one very much misplaced.

This misconception became so acute that the publishers, with kindly simplicity, explained the phenomena that made the politicians blink their eyes:

Members of the Publishers' Committee hurried to Washington. They found the machinery of Congress set to hurry the rider through within a day or two under the pressure of necessity of getting the great Post-Office appropriation out of the way in the last three weeks of the session. . . . The publishers were confronted overnight by a proposition ruinous to many of them. . . . The committee at once requested some of their New York associates to solicit contributions from cer-

tain publishers to buy advertising space in daily papers to advertise the facts to the people. In no other way could the public be reached on such short notice.

Not a cent of the money has been spent or will be spent for any other purpose whatever. Approximately \$48,000 has been promised by various publishers.

An expenditure "for political purposes" or for "publicity" (of the noxious press-agent variety) would have been perfectly understood. Little would have been said, for it is an everyday occurrence with "interests" great and small.

But the publishers took their own medicine in liberal dose in their extremity, and perhaps if the truth were fully known, this advertising energized public opinion sufficiently to swing the balance that made the advertising-tax proposers sense defeat and quit.

However, the publishers' advertising campaign should clear up the subject of advertising in many people's minds and make it recognized as an instrument of public use as standard as railway freight service, or the Post-Office itself. The public respects and carefully considers advertising statements over responsible signatures and in trusted publications, and its confidence is infinitely more with such a frank appeal to it as judge and jury than with the demagoguery and stump antics of politicians who think they know the crowd and can twist it as they will. Advertising is the forum of ideas, and more public questions will be settled in this way in the future than ever in the past.

Arc Advertisers Responsible for Newspaper Ethics?

One of the most significant assertions of principle ever made concerning newspaper and advertiser was recently made by Oswald Garrison Villard, publisher of the New York *Evening Post* at a union public meeting recently, at which Will Irwin was another speaker. Said Mr. Villard:

As a matter of fact, the advertisers and the public can obtain any kind of

a newspaper they want by withdrawing their support from papers the ethics of which they do not approve.

The considerable truth of this broad assertion comes to many advertising men no doubt with something of a shock, for surely advertisers have been so intent upon developing wider markets to keep their mills busy that they have not realized any such shift of responsibility upon their shoulders. They have selected their medium with a feeling that newspapers were established institutions, attaining and holding their character and principles quite apart from the sphere of manufacturing and distributing.

Evidently this is not so any longer, for perfectly plain and rather unavoidable economic reasons. Mr. Wetherald, the Boston advertising agent, in this week's issue, gives one element of the details of this evolution—the increase in price of print paper, and the tendency toward one-cent publications. This has more than ever thrown the burden of financial support upon advertising returns, and left many newspapers completely dependent upon advertising revenue.

Thus it has come about that the choice of advertisers has meant almost life or death—surely vital profit or loss—to newspapers; practically leaving in the hands of advertisers the key to newspaper progress.

What the numerous muck-rakers of the newspaper are unable to appreciate, however, is that the representative advertiser is a *business man* and not a demagogue or perverter of ethics, and that he is interested in only one thing—to establish permanent, honorable trade relations with readers. All he cares about is to get readers and attention.

Up to recent times the advertiser has almost ignored the ethical status of the newspaper. It was nothing to him what the editorial ideal was so long as there seemed to be readers, and plenty of them. He might privately despise a newspaper, but from a business standpoint he included it on his list for what seemed sufficient reason.

Of late, however, much advance has occurred in analysis of advertising media. The detraction effect of fraudulent, objectionable and exaggerated advertising running alongside of legitimate advertising has been demonstrated. The undermining of confidence in editorial matter through "readers" and also press agent "dope" is now better understood, not only by advertisers, but by progressive newspaper publishers too. The general vital relation of editorial policy and ability to advertising pulling-power is now a certified, recognized truth among advertisers and agents.

In view of these things, it is now apparent to more and more of thinking advertisers that there is some ethical responsibility connected with the dispensing of what has evolved into the life-blood of newspapers.

In all that advertisers have fallen short in their ethical relations with newspapers, they have also fallen short in their business acumen. The advertisers who seek to color news columns are always either of two varieties—the pathetically mistaken concerns in the costly and futile snare of press agents, or else aggressive, able concerns who realize both the poor ethics and the poor business of having anything to do with editorial requests or demands, *but* who are not willing to see competitors and others make off with "notices" and influence, and consider it best to get all that anybody else is getting, while anything is being handed out. It is like Carnegie and railway rebates. He condemned the practice, but until it was abolished, did not care to put himself at competitive disadvantage by refusing to take it.

This sort of an attitude is naturally not getting anywhere, and the wider-visioned advertisers are fast adopting policies of keen discrimination among media, choosing more and more for general cleanliness of editorial and advertising policy, ability to hold readers and their confidence, and on *quality* rather than *number* of readers.

How the Big Stores of Philadelphia Sell Things to Germans

It's interesting to know that the great department stores of Wanamaker, Gimbel Bros., Strawbridge & Clothier, Snellenburg's and Lit Bros. use over *two million lines* a year to tell their merchandise stories in the

German Gazette

The Leading German paper in a city with 60,000 German homes. This paper carries the advertising of all the progressive houses. The

EVENING DEMOCRAT
SUNDAY GAZETTE **WEEKLY GAZETTE**

Also reach certain exclusive fields and prove their value to the advertiser. The German Gazette stands second among the morning newspapers of Philadelphia.

Total display advertising in the Philadelphia morning newspapers for February, 1911:

Record	334,260	agate lines
German Gazette	327,285	" "
North American	307,995	" "
Inquirer	234,980	" "
Press	228,590	" "
Ledger	203,360	" "

The German Gazette Publishing Co.,
Philadelphia

WHAT ADVERTISERS OUGHT TO KNOW ABOUT PAPER.

PAPER STRETCHING AND ITS EFFECT ON PRINTING—THE KINDS OF PAPER, DISTINGUISHED BY ITS MANUFACTURE—THE CAUSE OF "PICKING."

II.

By Charles D. Jacobs,

Formerly New York Manager, Dill & Collins; Founder of *Paper*.

Stretching of paper is a serious matter in registered work, either in printing or lithographing. It is impossible to make a satisfactory print sheet that will not absorb moisture. The average job of printing does not permit of the paper being purchased by the printer, opened, stacked in the pressroom and allowed to equalize itself with the moisture and temperature of the room. Fresh paper, sorted, cut and packed often the same day as calendered, is bone dry and possesses the minimum amount of moisture and consequently always takes up moisture. Many printers print the first color on paper taken direct from the case and fail to understand that it will take up moisture when exposed, i. e., before the second printing. The most of the complaints of stretching are between applications of the first and second colors, because the paper when once moist,

does not shrink to the original size, but the change is not so marked when the third and subsequent colors are added. Excepting for magazine work and cheap catalogues of large editions, where the cost is a serious factor, little paper is used consisting of china clay alone in combination with the adhesive; almost all of the better class of catalogues show blanc fixe (barium sulphate), satin white and china clay in combination.

The manufacture of paper involves numerous successive operations each affecting the peculiar properties that may be desired in the finished grade.

The first stage of manufacture is the separation or isolation of the fiber (cellulose) from the raw material; the method used consists of boiling or cooking the raw material with alkali or acid salts.

There are various processes according to the nature of the raw material and the character of the fiber desired for the finished grade of paper.

The fibers commonly used are: (a) *Cotton*, obtained from old rags and being a pure cellulose, only boiling with chloride of lime to separate the color and dirt from the stock, and further washing before heating; (b) *linen*, obtained from old rags or clean, new cuttings, according to the grade of paper, in the same manner as cotton. Linen is not a pure cel-

TABLE OF COMPARATIVE WEIGHTS

Flat Writing Papers.						Book and Print Papers.					
	16 x 21	17 x 22	18 x 23	19 x 24	17 x 28		24 x 36	25 x 38	28 x 42	32 x 44	
16x21						24x36					
14		16	17	19	20	20	22	27	33		
16		18	20	22	23	25	27	34	41		
18		20	22	24	26	30	33	41	49		
20		22	25	27	28	35	38	46	57		
22		24	27	30	31	40	44	54	65		
24		27	30	33	34	50	55	68	81		
28		31	35	38	40	60	66	82	98		
17x22						25x38					
12	11		13	15	15	30	27	37	44		
14	13		15	17	18	35	32	43	52		
16	14		18	20	20	40	36	50	59		
18	16		20	22	23	45	41	56	67		
20	18		22	24	25	50	45	62	74		
22	20		24	27	28	60	55	74	89		
24	22		27	29	31	70	64	87	104		
28	25		31	34	36	80	73	99	119		
						100	91	124	148		
18x23						28x42					
20	16	18		22	23	40	29	32		48	
22	18	20		24	25	45	33	36		54	
24	19	22		26	28	50	37	40		60	
28	23	25		31	32	60	44	48		72	
32	26	29		35	37	70	51	57		84	
36	29	33		40	41	80	59	65		96	
40	32	36		44	46	100	74	81		120	
						120	88	97		144	
19x24						32x44					
16	12	12	15		17	45	28	30	37		
18	13	13	16		19	50	33	34	42		
20	15	15	18		21	60	40	40	50		
22	16	16	20		23	70	47	47	58		
24	18	18	22		25	80	54	54	67		
28	21	21	25		29	100	68	68	84		
32	24	24	29		33	120	81	81	100		
						140	94	94	117		
17x28											
20	14	16	17	18							
24	17	19	21	23							
28	20	22	24	27							
32	23	25	28	31							
36	25	28	31	34							
40	28	31	35	38							

EXPLANATION

Find the same size and weight of paper you wish to match in left hand column. Follow this line to the right to the column of the proposed size, in which will be found the approximate weight desired.

lulose, representing the bast cells of flax, and is regarded as the most suitable material for high-class papers. (c) *Esparto* fiber is obtained from a grass growing freely in Spain and parts of Northern Africa and has proved eminently suitable for papers of a soft and bulky nature. While used extensively in England, this fiber is seldom used in this country. (d) *Soda pulp*, in combination with cotton or sulphite, forms the majority of the papers that are used for catalogue purposes:—machine-finished, super-calendered and coated. It is a soft and spongy pulp, of little strength, obtained from poplar wood by an alkaline process. (e) *Sulphite pulp* represents the fibers of spruce, hemlock, etc.; those woods producing a long, strong fiber. Appears in most of the "strong" and "extra-strong" papers and is used as a substitute for the more expensive linen fiber. Although made in the United States and used in the manufacture of news paper, it is imported in large quantities for the better grades, principally from Norway and Sweden.

Mechanical wood pulp, often called ground wood, is so termed owing to its preparation by purely mechanical methods, as distinct from pulp made by chemical processes. The process consists of forcing the wood against a rapidly revolving grindstone, flooded with water, which carries away the disintegrated pulp. It is used in combination with sulphite to make news paper, wrapping, etc., of various grades.

[Considerable space is given to the subject of fibers as they are the basis of all paper, good or bad, and the time may come when the matter of standardization may produce a condition similar to that under the Pure Foods law, namely, the label or stenciling will reveal the value of the grade of paper.]

The second stage or process is an important one: the beating of the fibers. Important, because the quality of the finished grade can at this time be varied to any extent. Many manufacturers be-

The **Chicago Record-Herald**

Has the Largest Known Circulation of Any Chicago Morning Paper

During the five months from October 3, 1910, the date of The Chicago *Record-Herald's* reduction to one cent daily, to March 1, 1911, The Chicago *Record-Herald* has increased its daily circulation 71,977 and its Sunday circulation 37,913.

Making a Net Paid Average Circulation for the Month of February

**210,018 Daily and
224,251 Sunday**

This is absolutely net paid circulation free from any augmentation by the sale of newspaper coupons in voting contests.

The **Chicago Record-Herald**

**New York Office:
710 Times Building**

Lincoln Advertisers Show Their Preference for the Star

In February, 1911, Local Advertising in the Star showed an increase of 2,405 inches over February, 1910.

Our nearest competitor in February, 1911, showed a decrease of 672 inches over February, 1910.

The Lincoln Daily Star LINCOLN, NEBRASKA

Fastest growing newspaper west of Missouri River.

H. M. FORD,
Western Representative,
1048 Peoples Gas Bldg., Chicago.
ROBT. MacQUOIL,
Eastern Representative,
404 Tribune Bldg., New York.

The surest and quickest way to reach the 100,000 Swedes in Iowa is to advertise in

Iowa-Posten

The largest and leading Swedish newspaper in Iowa.

For rates Address:

IOWA-POSTEN
DES MOINES, IOWA

Part Time Job Wanted

as advertising manager, business writer, sales letter writer, mail order man, systematizer, editor of business magazine or house organ.

Wide experience in each line; agency experience; successful record; highest references; much traveled; thoroughly reliable.

A thorough, conscientious worker who abhors slap-dash methods; a firm believer that *thought* makes for successful advertising—not mere words and pretty phrases.

I want a proposition that offers wide scope for unusual ability. Will take part pay based on results.

"ADVERTISING,"
2100 Lincoln Place, Flat 6,
Chicago, Ill.

lieve that paper is made in the "beating engine." Here the various ingredients are assembled, the fibers of different character, previously described, are manipulated or beaten to the right size or consistency; the sizing material supplied; the mineral matter or loading added; and the color of the paper determined and supplied. Therefore, it must be realized that it is not always the "running of the stock" (the mechanical weaving or formation of the sheet) that results in a good sheet from a definite formula.

The third stage is converting the pulp, or rather the mixed fibers and materials, into paper. A thin, milky liquid is formed by adding a large quantity of water to the pulp, thus acting as a vehicle. This milky substance is flowed on an endless band of wire-cloth running horizontally, the water falling through the meshes of the wire; the pulp settling on the surface of the wire to form a wet sheet. Any watermarking design is produced in the sheet by a dandy roll rotating on the surface of the wet sheet, at this stage. The paper passes to a traveling felt, then between rolls where the considerable pressure removes further quantities of water. The paper is now firm enough to be dried over large cylinders, heated by steam.

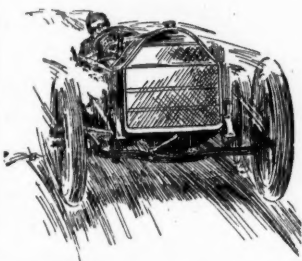
This product is termed "machine finished" — not calendered or coated. At the end of the paper machine are large stacks of calenders or rolls for finishing, or ironing the surface. If the paper is taken direct from the machine, without calendering, it is termed "antique finish" (rough) wove or laid (marked by the dandy roll). A medium finish or smooth finish is the result of passing through two or more rolls of the calender. Machine finished and medium-finished papers are used for type, line cuts, woodcuts, etc.; also largely for books and unillustrated magazines.

The fourth stage is the finishing of the paper. The introduction of half-tones necessitated the use of smooth paper. The machine-finished paper is taken to a separate

stack of calenders, running at a much higher speed, consisting of alternating rolls of steel and pressed paper. This gives a high, smooth finish or polish to the paper, which after this process is termed *super-calendered*, and is suitable for fine type, line cuts, wood engravings and coarse half-tones, not finer than 120 to 133 screen. The paper is then cut to desired lengths, sorted (if of the finer grades) and cased.

Coated papers (in England termed Art papers) are most generally used by catalogue publishers, owing to the fineness of the half-tone screen—from 133, 150, 175 and even 200 line. The clearness of detail or sharpness of outline cannot be obtained on the uncoated papers. The application of a mineral coating produces an enameled surface when calendered, which is even and level and takes a high polish. The coating applied to the surface of the paper (machine finish) varies in composition according to the quality or grade of paper required; the mixture consisting of some mineral substance, such as china-clay, blanc fixe, etc., mixed with the proper quantity of adhesive material, such as glue or casein. The high-class papers, of good color and high finish as essential qualities, require blanc fixe and satin white in conjunction with the glue or casein—the latter being generally used in the United States. The objection to casein is that it imparts an unpleasant smell to the paper, if dissolved for any length of time; the addition of formalin usually overcomes this objection; but, at the same time, renders the coating insoluble, as the reader doubtless has noticed in endeavoring to remove, by wetting, the surface.

Careless mixing of a deficient quantity of glue or casein will cause "picking," the ink having a greater affinity or adhesive tendency for the mineral than the glue or casein. After the paper is coated, vulgarly termed "white-washed," it is calendered to obtain an even surface and a high finish for the fine dots of the screens.



FIRST In the Automobile and Accessory Fields are

THE AUTOMOBILE and MOTOR AGE

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over
38,000 Weekly

Write for rates and full information.

THE CLASS JOURNAL CO.

231-241 W. 39th St., 1200 Michigan Ave.,
New York Chicago

The Rochester Daily Abendpost

Carried 4,100 Lines

AUTOMOBILE ADVERTISING

in a Single Issue

(March 4, 1911)

The Automobile Dealers know that it pays to reach the thousands of highly prosperous, well-to-do Germans in Rochester, who are able to buy what they desire.



Fool-proof typewriter oil—3-in-1

Other typewriter oils when used too freely will cake, gum, collect dust, clog and out bearings, blur type and surely, swiftly wear out delicate action parts.

No one can "overoil" any machine with 3-in-One. All that is needed remains in the bearings—the rest runs off. It oils, cleans and prevents rust on all parts of the machine all at one time. Best—but cheapest typewriter oil.

Buy the big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts. All stores.

Send for FREE SAMPLE and Dictionary to-day.

3-IN-ONE OIL COMPANY
12 Broadway, New York



The first and only twice-a-week

newspaper in the Swedish language in the United States is

NORDSTJERNAN

now in its 40th year.

Bright, newsy, brainy—because the best Swedish-American writers make it so.

Has Quality as well as Quantity in circulation

Rate card and sample copies sent on request.

NORDSTJERNAN PUBL. CO.,
CHARLES K. JOHANSEN, *Managing Editor*,
108 Park Row, New York.

THE PROBLEM OF PAPER SELLING.

Before the Detroit Ad Craft Club recently, a paper by A. Laurence Smith, of the Union Paper and Twine Company, was read on "The Paper Middleman." Among other things he said:

"There are three methods for the manufacturer to secure distribution: Through sending his salesmen to call on the printer, and filling their orders through mill shipments; through establishing warehouses in large cities, and filling salesmen's orders from those distributing centers; or through sales to dealers, who will carry stocks and act as selling and distributing agents.

"Perhaps the plan of selling direct to the printer looks, at first glance, to be the logical solution. But the fact that this plan has been tried by a great many manufacturers, and abandoned by all except a very few, would seem to indicate that it is not economical.

"There may be room for a few mills to handle their product in this manner. But what would happen if all of the approximately 600 mills making commercial papers should suddenly determine upon this policy. What an army of salesmen, credit managers, book-keepers and other employees—in other words, what a vast and complicated piece of sales machinery would be required by every manufacturer. This is something that the manufacturer does not want. His problems are those of making and those of selling in a large way.

"The second method by establishing warehouses and distributing from those warehouses direct to the printers has been tried, and is now being carried out by a very few mills. But do such manufacturers pay any less rent for their warehouses than do independent dealers in the same cities? Can they employ salesmen for any less, or are any of their expenses any less than those of the dealer?

"I should say that the manufacturer and the wholesale dealer are upon the same basis as regards expense account. It is simply impossible for every printer to enter into the paper jobbing business. If we consider the possibility of mill warehouses, then every mill must have a warehouse in each of the large distributing centers, and you can see immediately that such a course would multiply the distributing expenses a hundredfold—therefore, the simple, the logical and only solution is that of the dealer carrying large stocks and representing many mills.

"If our progressive methods shall at some future time develop a more economical manner of handling the business than through the dealer, the middleman must go."

Purity in advertising was urged by C. F. Haden, in a talk at the regular monthly meeting of the Des Moines Admen's Club, February 28. He said advertising men should refuse to handle copy for any questionable business. Prominent among the events of the evening was the appearance of the initial issue of the *Dambasou*, the official publication of the club.

"Give me the Jewish population of Greater New York and I will have a field larger than that of any other entire city in the Union except Chicago and Philadelphia."

Jewish Journalism,—its growth, development in power, importance in value to readers and advertisers alike, are aptly demonstrated by its leading exponent,

The Jewish Morning Journal

THE ONLY JEWISH MORNING PAPER
NEW YORK CITY

Circulation Exceeding 82,000 Daily

THE story is brief but convincing; 2,500,000 Jews in the United States, 1,250,000 in New York City alone; all consumers and liberal purchasers of any good commodity, and they cannot be reached effectively by the English language press. THE JEWISH MORNING JOURNAL covers the homes of this great chain of segregated communities and conveys most perfectly the advertiser's message to the buyers of these families. The only Jewish morning paper, it has an exclusive, undivided field. Let us submit rates—from our altitude of value we compare favorably with any other medium published in any language.

The Jewish Morning Journal | 189 East Broadway | Phone 5300 Orchard | N. Y. City

FACTS

CONCERNING THE

ROYAL STANDARD TYPEWRITER

1. It does the **best** work.
2. It does the **most** work.
3. It lasts the **longest**.
4. It costs the **least**.

No matter how *much* you pay, you can not buy a *better* typewriter than the ROYAL. A trial will convince you.

Price \$65.00

Royal Typewriter Co.

Room 52, Royal Typewriter Bldg.
New York

A Branch in Each Principal City



PRACTICAL OBSERVATIONS ON DEPARTMENT STORE ADVERTISING.

THE GOOD-WILL POWER OF A QUICK AND SATISFACTORY SALE—HOW A MAILING LIST SHOULD BE CLASSIFIED—HOW TO GIVE STORE ADVERTISING A VARIETY OF TREATMENT—EXTRACT FROM ADDRESS.

By *H. Walton Heegstra*,
Of John V. Farwell Co., Dry Goods
Wholesalers, Chicago; advertisers
of "Linweave" White Goods.

To find out exactly what the other national advertisers were doing I arranged to have inquiry cards written to all national advertisers in many publications who either offered to send samples or solicited inquiries. I have results in my office, and I do not exaggerate when I say, that most of the replies and follow-up work were absolutely weak both in physical make-up and in copy. It suggested to me the thought that some things are a success in spite of advertising and not because of it.

* * *

One thing that I particularly have in mind is the mailing list that the average dealer maintains. For instance, one mailing list is kept and circulars sent indiscriminately. A mailing list for retailers should be divided into four parts—one of strictly women's names, one list of men's names, one of names of families interested in house furnishing necessities, etc., and one comprising the entire list to which everything can be sent. For instance, a strictly overall circular sent to Widow Jones is lost in the desert air, and every time a piece of literature does not interest the individual to whom it is sent the results of advertising suffer accordingly.

The day will yet come when some newspapers will not accept ads that are not interesting—I mean that do not give every evidence of honesty of purpose. And there are many ways of putting the same proposition.

* * *

Illustrations, too, should be

more consistent than many of them are. For instance, you find that goods used by all ages of men, particularly clothing, etc., are illustrated on figures representing the Rah! Rah! college period of life. In most cases, the older men seem to be forgotten. Where goods are illustrated to appeal to women, figures are used in the extreme fashion, generally showing a type of woman just about on the threshold of the serious things of life. You know in advertising we must consider all classes, because all of us cater to all classes, either directly or indirectly.

* * *

The average dealer should give his advertising man greater scope—he should be taken into the confidence of the firm. If a man is hampered with a lot of detail, his vision perforce becomes obscure and the sales possibilities of the merchandise do not appeal to him as they should, nor is he able in his mind to paint a proper selling word picture.

The ad man who is always "too busy" is a detriment to any institution. Give him an element of responsibility and then hold him to it, but see to it that your ad man is not overworked and has the proper equipment and assistance. Be sure, of course, that you get a man that will be able to converse with the heads of departments and hold his ground.

* * *

Generally speaking, I think employees of a store should know a day in advance about the article that will be advertised the next day. For example, if you have 500 employees, it is safe to reason that each person in your employ comes in direct personal contact with about ten people; that will give you a buying power of 5,000 people who will know about something special even before the newspapers print it. This is good advertising.

* * *

Let your advertising department maintain a clipping bureau

for the purpose of clipping the dailies of some of the large cities. If you subscribe for two papers in New York, morning and evening; two in Philadelphia, one in Baltimore, one in Atlanta, one in New Orleans, three in Chicago, one in Seattle, one in San Francisco, you would have the ideas properly classified, according to

the merchandise, of the best and highest salaried advertising men in the country. You would have more than this—you would have the descriptive phrasing as used in the different sections of the country, and this would also help your copy writers to get away from any individual hackneyed style, because new ideas, new de-

"BEST RESULTS IN THE FOREIGN FIELD"

This is what **SKANDINAVEN** did for the
WILBUR STOCK FOOD COMPANY
MILWAUKEE, WIS.

Semi-Weekly Skandinaven,
511 North Peoria St., Chicago, Ill.

Dear Sir:—

We are pleased to advise you that your publication has given us better results this season than any paper in the foreign field. You apparently have the kind of subscribers that spend their money for goods advertised in your paper. We will surely use the Skandinaven at every opportunity hereafter.

Very truly yours,

WILBUR STOCKFOOD CO.,

A. R. Wellington, Sales Manager.

ARW—ET.

As a matter of fact the Wilbur Stock Food Co. received replies from their 700 line advertisement in Skandinaven at an average cost of 6 cents each, according to statistics from the Sales Mgr., Mr. A. R. Wellington.

Daily—Sunday—Semi-Weekly

SKANDINAVEN

511-517 No. Peoria St.

Chicago, Ill.

1847 ROGERS BROS

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

X S
TRIPLE

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

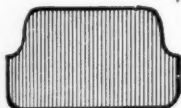
NEW YORK CHICAGO SAN FRANCISCO



TRADE MARK

I
am
looking
to represent
in
Philadelphia
and
surrounding territory
an article of merit;
a money making proposition
which requires advertising
and pushing. Commission
basis.

Address
P. O. Box 148, Philadelphia



Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.

STANDARD INDEX CARD CO.

701-709 Arch St., Philadelphia

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 143,054. Rate 35c.

scriptions and new phrasing would be constantly brought to their attention. It would make them better able to know the necessity of making their descriptions consistent with the amount of space they demand, because a 150-line, two-column ad set in six-point Gothic is certainly not a thing of beauty.

Be specific in your advertising. Don't be like the merchant who came out with a displayed seventy-two point full-page ad reading "Our annual sale—the first in 17 years." This is hardly what he meant.

* * *

I think there should be some tentative understanding between the large store advertisers of a city with a view to bringing the crowds to their stores over a more evenly distributed period. For instance, if four or five houses are doing business on a street that is the recognized shopping center and if one of them offered specials on Saturday, another Monday, another Tuesday, another Wednesday, etc., it would be more profitable for all concerned. This has been tried with great success by the wholesale house of Marshall Field & Co., with whom I was connected, and every Tuesday "special day" has been a success because it brought their own crowd on Tuesday and they got the overflow of the other stores on Monday.

B
Ad-Building
B

Our booklet "IMAGERY" gives a few hints on Right Ad-Building and where to get it. A copy is yours for the asking. Advertising is like your Ledger—it requires to be continually posted up to the latest date—let's post it—we know how.

*Designers & Writers
to his Majesty the
American Advertiser.*

Bukéy Service

WASHINGTON SQUARE, NEW YORK

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE, by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

FOR SALE, \$2,000 Philadelphia's Weekly Financial and Business Newspaper, established 1875, doing about \$10,000 yearly in writing up. Reading notices on Business Houses, etc. Will sell on account of ill health, can be investigated. "C. J.," care of Printers' Ink.

PROPRIETARY MEDICINE BUSINESS to lease or place on royalty, established over 25 years, trade in East and Middle West. Over 5,000 retailers and 100 jobbers. Well rated; no incumbrance. Proprietor wishes to retire from active business. Only replies from responsible firms considered; no agents. **F. F., Printers Ink.**

ANY ADVERTISER married to "Humdrum," usually regards my work as a deliberate insult to his "Wife." **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia, Pa.

DAILY NEWSPAPER WANTED

A young, experienced and responsible newspaper man would buy or purchase an interest in the right kind of property in a prosperous community in New Jersey, Connecticut or New York. Principals only address, "W. H. L.," care of Printers' Ink.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

HELP WANTED

WANTED—Young man to sell advertising. Experience required. Address, stating experience and salary expected, **TIMES REPUBLICAN**, Marshalltown, Iowa.

Advertising Stock Salesman to place stock of high class specialty with dental profession; give full information. Address **H. H., 2,302 Broadway.**

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WE WANT REPRESENTATIVES—Authorized agencies in New York, Chicago, Kansas City, Minneapolis, Denver and Omaha. We publish the only Socialist paper in Nebraska. We reach the people your clients want to reach. See Roll of Honor for sworn statement of circulation. **THE WEEKLY ENTERPRISER**, Lincoln, Neb.

WANTED a good, young printer of ability, one who has had experience in job work, to take charge of a small printing plant that gets out advertising for their own private use. Must do press work, as well as setting type and arranging matter. Presses will be new and electrically operated. The printed matter will be mostly small circulars and flyers. Man must be temperate, of correct habits, and able to furnish references. No boozers need apply. Here is a good chance for a good man. "C. A. D.," care of Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT Anything You Want to Know. 341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels,
Size, 1x2 inches, printed to order
and postpaid. Send for Catalog
Fenton Label Co., Phila., Pa. \$1.00

MISCELLANEOUS

Friendly Cartoons

—of yourself, or of your friend—in water colors
—from any photo or cut—18 by 22 inches—
worth framing. Humor without a sting. You
pay nothing unless you're satisfied. Write for
particulars. A. H. TUTTLE, 323 Fourth Ave.,
Pittsburg, Pa.

YOUNG MEN AND WOMEN of ability who
seek positions as ad writers and ad managers
should use the classified columns of **PRINTERS
INK**, the business journal for advertisers, pub-
lished weekly at 12 West 31st St., New York.
Such advertisements will be inserted at 20 cents
a line, six words to the line. **PRINTERS' INK** is
the best school for advertisers, and it reaches
every week more employing advertisers than
any other publication in the United States.

NEWSPAPERS WANTED

MOST large advertising appropriations are
placed through Chicago agencies. Repre-
sentation will get your share. Have well-es-
tablished office and active soliciting staff. Address
Box H., care Printers' Ink Chicago Office.

POSITIONS WANTED

Young Man Four Years Selling
experience in color printing and embossing
desires to connect with first class concern.
Address "R. C.," care of Printers' Ink.

ADVERTISMENT writer and correspon-
dent (26) wants a position, ability to bring
advancement. Writes strong copy—good assis-
tant, but doesn't think he knows it all. Refer-
ences. "STEADY," care of Printers' Ink.

Young Man 4 Years Experience
in newspaper advertising representative field
desires connection in above line or with good
newspaper. "H. B.," care of Printers' Ink.

ADVERTISING MANAGER large firm seeks
change. American, 35, 14 years experience
soliciting, writing, placing advertising. Chance
for live publication or manufacturer anywhere
in North America. Address "BOOSTER,"
care Printers' Ink.

CLEAN cut, ambitious young man (24) wants
position with agency to learn the advertising
business. He is a thoroughly competent stenog-
rapher and office man, experienced in handling
office records, etc., and has had some advertising
experience. "P. A.," Printers' Ink.

Clear, Believable Copy

Strong and artistic layouts and illustrative ideas.
Practical printer. Agency and department store
experience. Salary \$25.00. Age 26, married.
Address "BURTON," care of Printers' Ink.

**I WANT A POSITION AS ASSISTANT AD-
VERTISING MANAGER** I am 28, married,
and have 10 years clean business record. Short
on practical experience but long on ability.
Moderate salary with good prospects of ad-
vancement. "A. F. O.," care of Printers' Ink.

Advertising Manager
and Writer,

with acknowledged reputation, open for
part time engagement; this is an opportu-
nity to secure high priced (because effective)
service at moderate cost. Vicinity of New
York or Philadelphia. Box "1," care of
Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau,
Arthur Cassot, Prop., supplies the best
service of clippings from all papers, on any
trade and industry. Write for terms 334 Fifth
Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU,
110-112 West 26th Street, New York City,
sends newspaper clippings on any subject in
which you may be interested. Most reliable
Bureau. Write for circular and terms.

PRINTING

**GENERAL PRINTING, CATALOGUE and
BOOKLET WORK.**—Unusual facilities
for large orders—monotype and linotype ma-
chines—large hand composing room, four
color rotary, cylinder, perfecting, job and
embossing press, etc. Original ideas, good
workmanship, economy, promptness. Op-
portunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

PUBLICATIONS WANTED

PUBLISHER'S representative with well-es-
tablished Chicago office and corps of active
solicitors, wants two more publications. Ad-
dress Box 97, care Printers' Ink Chicago office.

Order Now

PRINTERS' INK is
bound each quarter in
heavy board over black
cloth, with gold letters.
The number of

1911 Bound
Volumes

will be limited, so order
yours in advance. \$2
each. Complete set of 4
vols. for year, \$8.

Printers' Ink

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA


Birmingham, Ledger, dy. Average for 1910, 22,616. Best advertising medium in Alabama.

Montgomery, Advertiser, net average Dec., 1910, 18,126 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.


Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, Morning Record & Republican. Daily aver. 1909, 7,739; 1910, 7,873.

New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.

New London, Day, ev'g. Average 1910, 6,892. Makes New London a one paper city.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A., regularly. 1910, Daily, 7,217; Sunday, 7,730.

FLORIDA

Jacksonville, Metropolis, Dy, '10, 13,701; Dec., '10, 4,659. E. Katz Sp. A. A., N. Y. and Chicago.

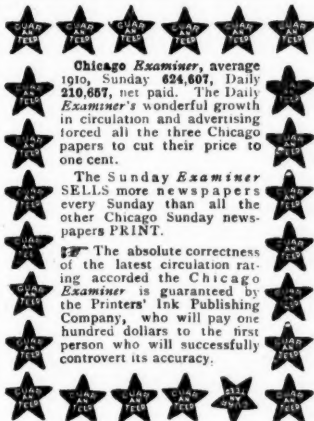
ILLINOIS

Champaign, News. Leading paper in field. Average year 1910, 6,154.

Joliet, Herald, evening and Sunday morning. Average for 1910, 7,851.


Peoria, Evening Star. Circulation for 1910, 21,143.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.



Chicago Examiner, average 1910, Sunday 624,607. Daily 210,687, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, Tribune. Sworn average 1910, 11,786. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.

Waterloo, Evening Courier, 53d year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, The Times, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, Kennebec Journal, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1910, daily 10,199.

Lewiston, Sun. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, Evening Express. Average for 1910, daily 10,936. Sunday Telegram, 11,265.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, 79,234; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, \$2,405. For Feb., 1911, \$1,765.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1910, 183,720—Dec. av., 188,543.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Greatest February of the *Boston Post*. Circulation averages: *Daily Post*, 328,849, gain of 41,115 copies per day over February, 1910. *Sunday Post*, 300,098, gain of 39,127 copies per Sunday over February, 1910.

Human Life, The Magazine About People. Guarantees and proves over 160,000 copies monthly

Lawrence, *Telegram*, evening, 1910 av. 8,843. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents.

Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1910, 18,763.

Worcester, *Gazette*, evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ Jackson, *Patriot*, Aver. year, 1910, daily 10,730, Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,623. ©



Minneapolis, *Journal*, Daily and Sunday (©). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655.

Daily average circulation for Feb., 1911, evening only, 78,840. Average Sunday circulation for Feb., 1911, 82,992.

(Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The

Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It

goes into more homes than any other paper in its field.



Minneapolis, *Svenske Amerikanska Posten*.

Swan J. Turnblad, pub. Av. 1910, 58,180. A. A. A.

Missouri

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, 125,109.

Nebraska

Lincoln, *Deutsch-Amerikaner* farm weekly. 140,221 for year ending Dec. 31, 1910

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1910, 141,048.

Lincoln, *The Weekly Enterprise*. Only Socialist paper in State. Sworn average, Jan. 1st, 1910, to Feb. 18th, 1911, 6,326. Reaches the farmers,

New Jersey

Camden, *Post-Telegram*. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 10-'07, 20,270; '08, 21,826; 20-'09, 19,062; March, '10, 20,263.

New York

Albany, *Evening Journal*. Daily average for 1910, 17,769. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 54,555.

Buffalo, *Courier*, morn. Ave., '10 Sunday, 86,737, daily, 46,284; *Enquirer*, evening, 52,278.

Buffalo, *Evening News*. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,332.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, 6,104.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

New York City

The Automobile and Motor Age. Largest Single non-duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1910, 7,658.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, 28,663 (©).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1911, 8,416; August, 1910 issue, 10,000.

The World. Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, *Star*, evening. Daily average year, 1910, 6,710; last four mos. 1910, 6,187.

Star logo with text 'GUAR AN FEED'

Schenectady, *Gazette*, daily. A. N. Lietz. Actual average for 1910, 19,248. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Star*. Average 1910, 12,756. Shetfield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, *Record*. Av. circulation 1910, (A. M., 5,102; P. M., 17,667) 22,769. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical Contractor*, mo. Average for 1910, 2,625.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, 18,487.

NORTH CAROLINA

Charlotte, *News*. Evening and Sunday. Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, *Norman*. Norwegian weekly. Actual average for 1910, 9,076.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,596. For Jan., 1911, 85,479 daily; Sunday, 119,350.

Youngstown, *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Average Feb., 1911, daily, 34,396; Sunday, 40,177.

PENNSYLVANIA

Erie, *Times*, daily. 22,632 average, Feb., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Feb., 1911, 13,934. Only evening paper in Johnstown.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 6,517; 1909, 6,522; '10, 6,003 (C@).

Washington, *Reporter and Observer*, circulation average 1910, 12,396; Jan., '11, 12,621.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1910, 15,928. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,155 net in two years.

York, *Dispatch and Daily*. Average for 1910, 18,787.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending Dec. 31, '10, 19,928—sworn.

Providence, *Daily Journal*. Average for 1910, 22,788 (C@). Sunday, 30,771 (C@). *Evening Bulletin*, 48,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1909, 8,311. July, 1910, 6,964.

TEXAS

El Paso, *Herald*, year 1910, 11,851. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 8,620. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, d'y., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Jan., 1911, 4,284; Feb., '11, 4,479. Largest circ't'n. Only eve. paper.

WASHINGTON

Seattle, *The Seattle Times* (C@) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,741 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,967. Sunday, 27,848.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Janesville, *Gazette*. Daily average, Jan., 1911, daily 5,662; semi-weekly, 1,810.

Madison, *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. *The Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ. for 12 mos., 63,363. Daily Av. Feb., 1911, 64,007. Feb. gain over 1910, 1,136. Paid City Circulation double that of any other Milwaukee paper. No Premiums employed. Over 604 Milwaukee homes. Flat rate 7c per line. C. D. Bertollet, Boyce Bldg., Chicago; J. F. Antisdell, 360 Fifth Avenue, N. Y. City.

Oshkosh, *Northwestern*, daily. Average for year 1910, 10,052. Examined by A. A. A.

Racine, *Daily Journal*. Dec., 1910, circulation, 5,517. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1909, daily, 40,899; daily Jan., 1911, 50,707; weekly 1909, 27,080; Jan., 1911, 27,890.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1910, 18,494. Rates 56c in-

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for January 1911, 100,619. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order;—by Printers' or 10 cents a line, where charged **Ink Pub. Co.** —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Feb., 1911, amounted to 187,558 lines; the number of individual ads published were 22,419. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 37,286. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). Not an organ, "—but the leading textile magazine.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO). Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1881. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Feb., 1911, sworn net average, Daily, 80,547; Sunday, 180,346.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

The St. Clair-Edwards Advertising Agency of Philadelphia is asking rates on 75,000 lines.

The Beuguier Chemical Company is using Western newspapers through the Blackman-Ross Company, of New York.

The Cleveland office of the J. Walter Thompson Company is sending out copy for the spring campaign of the McCray Refrigerator Company, Kendallville, Ind. Quite a large list of magazines, weeklies and class publications will be used.

Straus Brothers, of Baltimore, are sending copy to newspapers generally through Sherman & Bryan, of New York.

Renewal contracts for the Emergency Laboratory are being sent out by the National Advertiser Advertising Agency. 200-line copy once a week will be used.

The Benjamin & Kentnor Company, of Chicago, has discontinued representation in the foreign field of the Binghamton (N. Y.) *Republican* and Guthrie (Okla.) *Leader*.

The advertising of the G. & M. Paint will be handled by E. P. Remington, of New York.

The A. W. Ellis Agency, 10 High street, Boston, is placing the advertising of Burt & Parkard, Brockton, Mass., manufacturers of the Korrekt Shape shoe. A select list of general mediums will be used.

The magazine, newspaper and trade advertising of the Presto Collar Company is now under the direction of Sherman & Bryan, Inc., of New York and Chicago.

The Thos. M. Bowers Agency is sending out 100-line orders for The Hub of Chicago to farm papers.

The Butterick Company is placing thirty-six-inch copy through the J. W. Morgan Advertising Agency, of New York, to advertise the monthly magazine *Adventure*.

The H. & M. Harness Company, St. Joseph, Mo., advertising mail-order harness and saddlery, is sending out orders through the New York office of the J. Walter Thompson Company, to a big list of agricultural papers and weeklies of dailies published in the Northwest, Middle West and Southwest. Fifty-six and twenty-eight-line display copy is being used in March and April.

All of the leading daily newspapers of New England are receiving contracts for Cremo cigars from the Ernest Goulston Agency, Boston. Contracts are for one inch, e.o.d. for one year.

The Blackman-Ross Company is handling the Crossett Shoe advertising. Copy is being sent out to apply on 2500-line contracts.

One-time orders for the Baseball Guide of A. J. Reach, of Philadelphia, are being sent out by N. W. Ayer & Son, of Philadelphia.

D. D. D. Company copy for fifty insertions is going out to Southern papers. The Gundlach Agency, Chicago, has the account.

The Paul Manufacturing Company is advertising its Egyptian Deodorizer in a select list of general mediums through Wood, Putnam & Wood.

The Advertising of Ridge's Food Company will be handled by the Boston office of George Batten Company.

Nelson Chesman & Company, St. Louis, are sending out additional orders to dailies for the National Toilet Company, Paris, Tenn., on the Nadinola Toilet Preparations.

The Wright Wire Fence Company, Worcester, Mass., is using quarter-page copy in a list of special class publications. The business is placed direct.

The William Underwood Company is advertising its product, Underwood's hams, through Street & Finney, New York City. Fashion papers and special publications are receiving contracts.

The Boston News Bureau is figuring on large space in newspapers for the advertising of T. C. Perkins, Hartford, Conn., dealer in high-grade New England securities.

The Buck Roofing Company, St. Louis, advertising roofing direct from factory to consumer, is sending out copy and orders through Nelson Chesman & Co., same city, to a small list of farm papers in the Middle West. Fifty-line display copy is being used.

Dempster Mill Manufacturing Company, Beatrice, Neb., manufacturers of farm implements, has just inaugurated a campaign in a list of farm papers published in the Middle West, advertising "Dempster Two-row Cultivators." Display copy of various sizes is being used. The advertising is going out through the Darlow Agency, Omaha.

Totten's Bonus Remedies are being advertised in agricultural papers by the F. P. Shumway Company, Jeweler's Bldg., Boston.

The George De Witt Shoe Company is considering a list of newspapers through N. W. Ayer & Son, of Philadelphia, Pa.

The Torrey Razor Company, Worcester, Mass., is using a few publications for the advertising of both the Torrey Razor and Torrey Razor Strop. The business is placed by N. W. Ayer & Son.

Fred C. Williams, advertising agent, of New York, is sending out 1000-line contracts to newspapers in selected cities to advertise "India Tea."

Contracts for the advertising of the Allan Steamship Company are going to daily newspapers through Wood, Putnam & Wood, Boston, Mass.

The Van Cleve Company, of New York, is using a list of magazines on account of the Atlas Motor Car Company, of Springfield, Mass.

Gardner Advertising Company, St. Louis, is sending out copy and orders to a selected list of metropolitan dailies for the Fowne's Glove advertising. Twenty lines, five times a week for fifty insertions is being ordered. The Advertising starts the first week in March.

Renewal orders are being placed with a large list of national publications by the H. B. Humphrey Company for the Geo. Frost Company, manufacturers of the Boston Garter. Fifty-six-line copy is used.

The United Glove Company, of New York, is adding a few magazines to its list. This business is being placed by the Huntington Advertising Agency, of New York.

Orders for the advertising of the Stevens-Duryea Company, Chicopee Falls, Mass., have gone out to a large list of publications through the George Batten Company. The orders this season are for five magazine pages.

The Multiplex Faucet Company, St. Louis, manufacturers of a newly patented dispenser for soda fountains, will shortly begin a campaign in the leading trade papers that reach confectioners and druggists. Double-pages will be used on a twelve months' campaign. One or two weeklies of national circulation will probably be used later. Blumenstock Bros., St. Louis, are placing the advertising.

Rothschild & Mizun, of New York, are asking rates direct.

The Hoyt Agency, New Haven, Conn., is sending out renewal orders to general publications for the New Haven Clock Co. Fifty-six-line copy is used.

The advertising of F. L. Milliken & Co., bankers and brokers, of Boston, is being handled in a large list of New England papers by the Boston News Bureau.

The Homer W. Hedge Company, of New York, is sending out requests generally for information including rates and circulation.

The Schwab Clothing Company, St. Louis, will begin a spring campaign in March issues of dailies and a few farm papers published in the South and Southwest. Three hundred-line display copy will be used. Blumenstock Bros. Advertising Company, same city, is placing the account.

The Boston News Bureau, Exchange Place, Boston, is putting out some additional copy for the advertising of Turner, Tucker & Co. in a large list of New England dailies.

Renewal orders for the Rumford Chemical Company are being sent out by the Morse International Agency, of New York.

A magazine appropriation has been granted to the Walton Advertising & Printing Co., Boston, by the Engel Cone Shoe Company. Orders are going out to general mediums.

The Winchester Repeating Arms Company, New Haven, Conn., is considering general magazines for 1911. The business is placed by the P. F. O'Keefe Agency, Boston.

The Dauchy Company, of New York, is sending fourteen-line copy to newspapers on account of Allen S. Olmsted, of LeRoy, N. Y.

The A. W. Ellis Agency, 10 High street, Boston, is placing an appropriation of Bliss, Fabyan & Co., large textile manufacturers. Most of the appropriation is going into large women's publications.

The John D'Arcy Company, St. Louis, advertising razors on the mail-order plan, is sending out orders to a selected list of agricultural and mail-order publications for March issues. Twenty-six-line display copy is being used. The advertising is handled by the D'Arcy Advertising Company, same city.

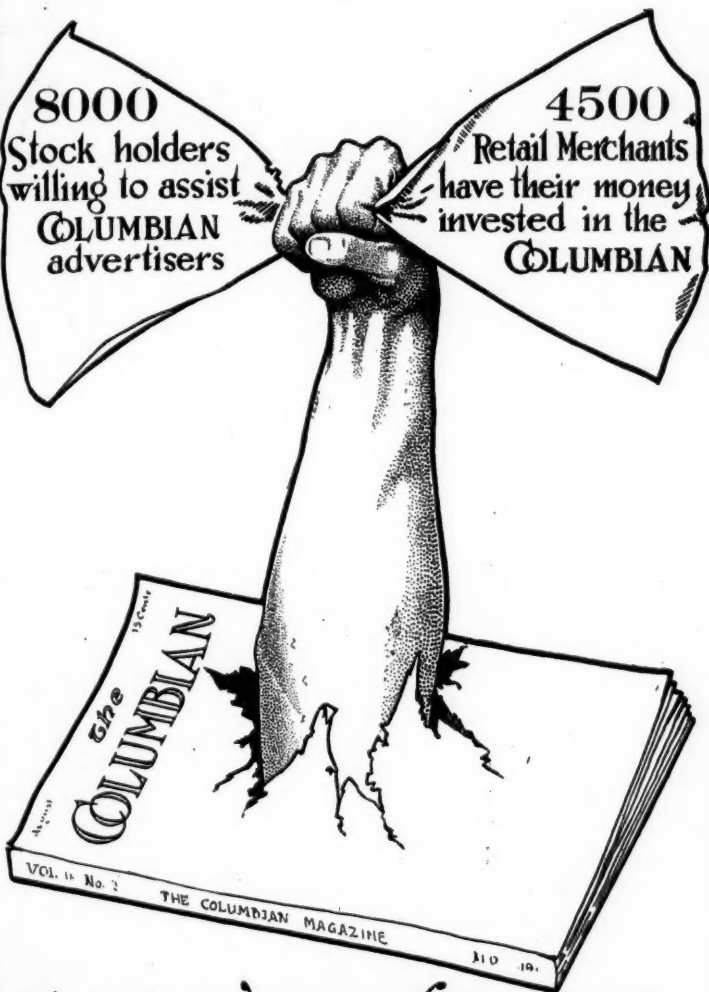
The Ernest Goulston Agency, Boston, is placing newspaper orders for the Clysmyc Water Company. Reading notices running twice a week for a year are used in New England cities where the goods have distribution.

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The Strong Arm of Business COLUMBIAN MAGAZINE

H. C. Daniels
New England Rep.
Barristers Hall
Boston, Mass.

P. M. Raymond
Advertising Manager
1 Madison Avenue
New York

Hugh Kapp
Western Adv. Manager
Peoples Gas Building
Chicago

Canada

A Great Market for Automobiles

The Globe

The Great Medium

Do you know that about one-third of the automobiles exported from the United States during 1910 found buyers in Canada?

Practically every motor advertiser in Canada uses the columns of The Globe, Toronto.

The country is an ideal market.

The Globe is an ideal medium for goods of merit.

Get into line for the 1911 trade by consulting our United States' Representatives.

VERREE & CONKLIN,
Brunswick Bldg.,
New York.

VERREE & CONKLIN,
Steger Bldg.,
Chicago, Ill.

Or write direct to

The Globe

TORONTO

Canada's National Newspaper